



STYLE GUIDE

BATMAN™  
FOREVER

# THE RIDDLE...

WHAT DO YOU GET WHEN THREE MEN WITH  
SIX PERSONALITIES CLASH IN THE  
MOONLIGHT OF THE GOTHAM CITY NIGHT?

# THE ANSWER...

THE THRILLING, ACTION-PACKED, EPIC  
ADVENTURE, "BATMAN FOREVER".

## The STORY

BATMAN and BRUCE WAYNE are targeted for revenge by two formidable villains - Batman by TWO-FACE (former GOTHAM CITY district attorney HARVEY DENT) and Bruce Wayne by THE RIDDLER (ED NYGMA, an inventor at WAYNE ENTERPRISES). As Batman fights both these forces, he and Bruce Wayne become entangled with a newcomer to Gotham City, DR. CHASE MÉRIDIAN, a psychologist who specializes in dual personalities. It's a love triangle involving only two people! Joining Batman after the death of his parents and brother in a tragic "accident" at a Gotham City Charity Circus is ROBIN (DICK GRAYSON). These two heroes fight together with the aid of newly designed, better-than-ever costumes and high-tech equipment to bring order back to Gotham City.

## THE CHARACTERS

**Batman:** Philanthropist Bruce Wayne heads Wayne Enterprises, Gotham City's leading electronics corporation. Batman rules the night fighting Gotham City's villains, armed with intelligence and the latest high-tech gadgetry. Batman and Bruce Wayne are the same person.

**Two-Face:** Half man, half madman, he's the ultimate split personality. Two-Face is former Gotham City District Attorney Harvey Dent, who mistakenly blames Batman for an accident that left one side of his face grotesquely deformed. And now he's out to get Batman!

**The Riddler:** This ex-Wayne Enterprises employee feels his genius has been overlooked by Bruce Wayne. After a humiliating encounter with the man he idolizes, he's out for revenge! Already a genius, The Riddler invents a device that allows him to grow even more brilliant as he riddles his way toward the destruction of Bruce Wayne.

**Dr. Chase Meridian:** Brainy and beautiful, this newcomer to Gotham City is a noted psychiatrist specializing in the study of the criminal mind. Her efforts to foil The Riddler and Two-Face bring her in close contact with Batman who both mystifies and fascinates her. Although she is interested in Batman, Bruce Wayne is interested in her! It's a romantic triangle involving just two people!

**Robin:** Handsome teenage circus star Dick Grayson is the only family member of The Flying Graysons not killed at the hands of Two-Face in a tragic "accident" during a Gotham City Charity Circus performance. Vowing revenge, he utilizes his athletic prowess and martial arts skills to fight the forces of evil by joining Batman as his daring partner Robin.



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# INTRO- duction

## THE ARTWORK

The artwork in this style guide has been created to provide a fresh new direction for the BATMAN property consistent with the tone of "Batman Forever."

In order to make this artwork available to you in a variety of formats and facilitate easy usage we are providing the following:

**1. Batman Forever Style Guide** - This binder contains reproducible black and white line art; a color palette to tailor your products to the unique look of "Batman Forever"; visual effects to give you ideas to enhance the artwork and create fresh, new design treatments; specific color reference for the various characters and logos; and merchandising ideas. The style guide is divided into ten sections and the contents of each section are described on the divider for easy reference.

**2. Photographs** - A limited selection of photographs from Production art are reproduced in this style guide. Actual transparencies of these and other approved photographs are also available. Please contact your WBCP account executive to request them.

**3. SyQuest® Cartridge** - The black and white line art is available on a SyQuest® cartridge. You can order this by faxing your request to:

DC Comics Licensing  
Attn: Marilyn Drucker, Licensing Manager  
FAX: 212-636-5598

There will be a charge for this service. If you prefer, you can send your own SyQuest® cartridge (44MB or 88MB) to DC Comics Licensing and we will copy the style guide onto your cartridge at a reduced cost.

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## GeNERAL ARTwoRK GUIDeLineS

Working within the established color palette of "Batman Forever," we encourage you to create your own unique, cutting-edge graphics and design treatments.

- Licensees are not permitted to render any artwork or logos for "Batman Forever" characters, vehicles, or gadgets.
- Licensees may manipulate style guide artwork to create new designs. Samples of color treatments and design suggestions appear in the "Visual Effects" section of this style guide.
- If you are unable to find style guide artwork to meet your needs, you may commission custom artwork from DC Comics. However, we encourage you to use style guide art whenever possible since custom art requires a significantly longer preparation time as well as talent approvals. There will be an additional cost for all custom art.
- All designs are subject to quality control approval.



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VISUAL EFFECTS show a variety of exciting ways to utilize artwork from *Batman Forever*, including computer-generated techniques.



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**VISUAL**  
effects

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**VISUAL**  
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VISUAL  
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# Crimefighter

BATMAN™ FOREVER

multiple  
personalities

# Riddles

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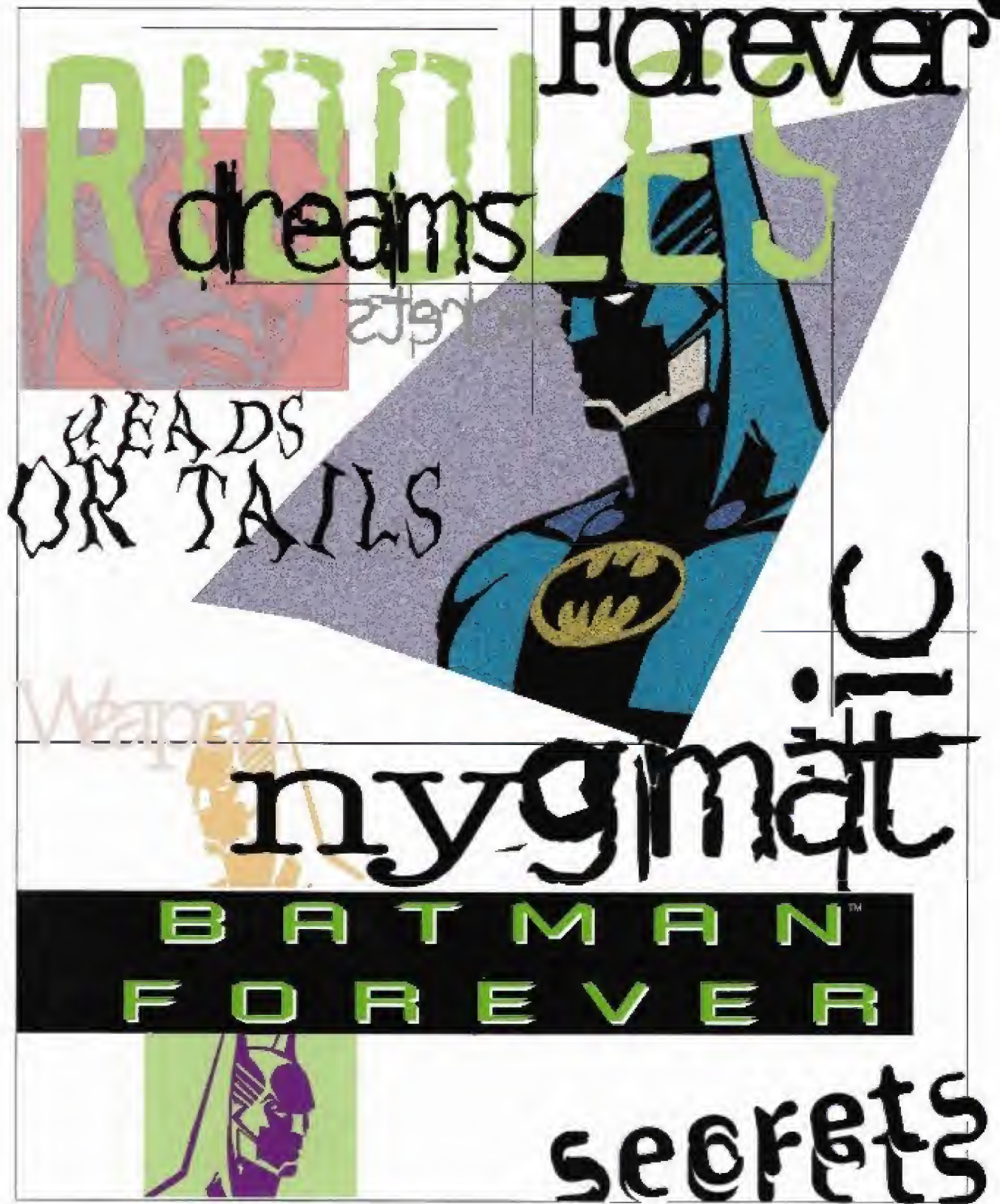
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**VISUAL**  
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**ROBIN™**



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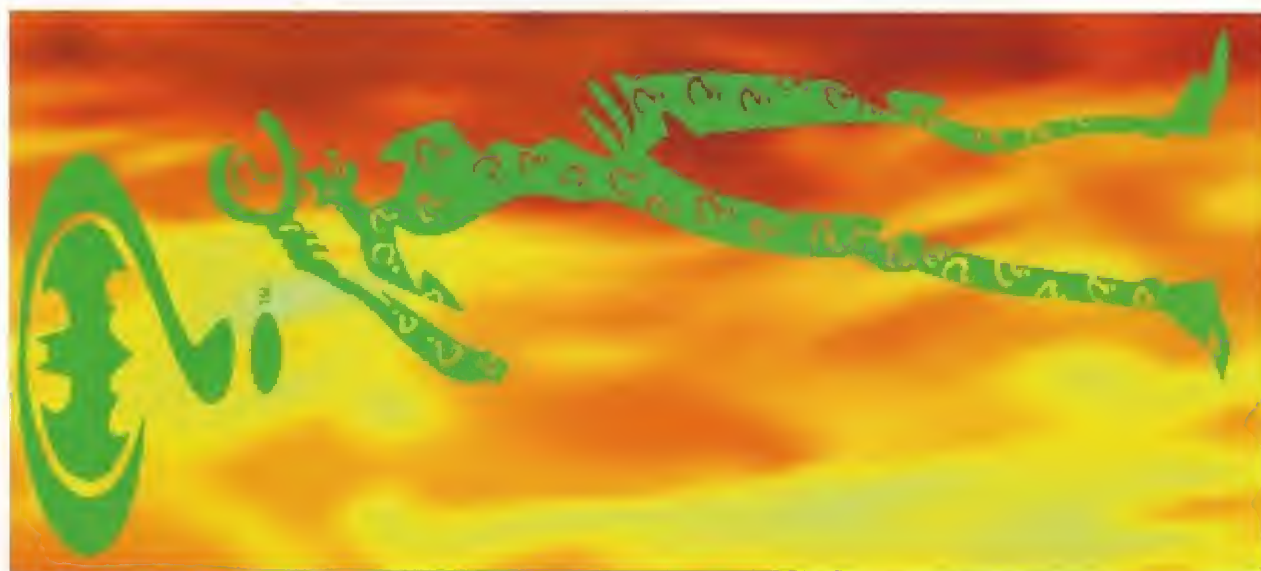
**TWO-FACE™**



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**THE RIDDLER™**

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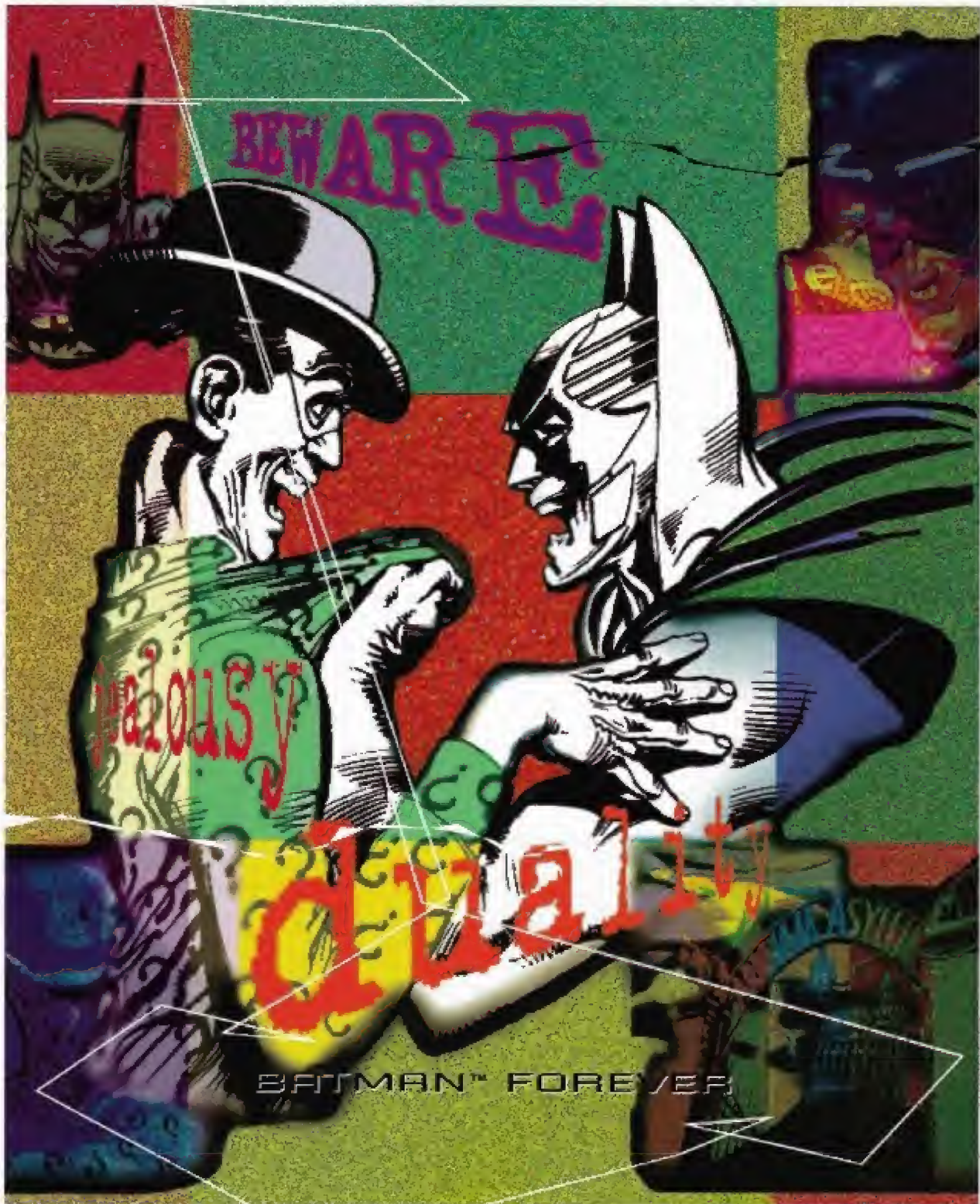
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TM

The COLOR PALETTE indicates the spectrum of colors available  
to be used on all *Batman Forever* products.

# This color palette

# COLOR palette

is to be followed for all character, gadget, vehicle and background colors. By adhering to the color palette, the look of all merchandise will be coordinated.



PMS 3005  
100C 30.5M 6K



PMS 186  
91M 76Y 6K



PMS Proc. Yellow C  
94M 43K



PMS 354  
91C 83Y



Black  
100K



PMS 425  
79K



PMS 429  
6C 34K



PMS 422  
34K



PMS 420  
15K



White



PMS 120  
6M 56Y



PMS 122  
18.5M 83Y



PMS 142  
23.5M 76Y



PMS 150  
30.5M 69Y



PMS 162  
11.5M 18.5Y



PMS 186  
91M 76Y 6K



PMS 189  
38M 11.5Y



PMS 201  
100M 65Y 15K



PMS 228  
94M 43K



PMS 240  
27.5C 94M



PMS 261  
51C 100M 47K



PMS 271  
43C 34M



PMS 272  
60C 47M

## Color palette continued



PMS 2726  
83C 60M



PMS 285  
91C 43M



PMS 290  
27.5C 6M



PMS 300  
100C 43M



PMS 313  
100C 6Y 18.5K



PMS 348  
100C 79Y 27.5K



PMS 358  
27.5C 38Y



PMS 368  
65C 100Y



PMS 492  
76M 65Y 38K



PMS 349  
100C 83Y 47K



PMS 497  
51M 65Y 76K



PMS 170  
38M 47K



PMS 4393  
6C 51M



PMS 465  
18.5C 30.5M 56Y



PMS 470  
56M 94Y 34K



PMS 471  
56M 18.5K



PMS 484  
87C 83Y 30.5 K



PMS 515  
8.5C 38M



PMS 534  
91C 72M 27.5Y



PMS 541  
100C 51M 30.5K



PMS 499  
56M 60Y 47K



PMS 874



PMS 146  
38M 100Y 34K



PMS 876



**ACTION SHOTS** illustrate the excitement of key action scenes from the storyboards of *Batman Forever*.



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## BATMOBILE™ STATISTICS

MODEL: Batmobile™  
 YEAR: 1995  
 BODY: epoxy carbon fiber composite  
 ENGINE: turbine/dual injected afterburner  
 SUSPENSION: nitrogen/self-adjusting  
 IGNITION: magnetron/24 volt electric harness  
 STABILIZER: double aileron batwing fins  
 TURBO THRUST: to 300 mph  
 PAINT: black lacquer





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**ROBIN**™

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ART NOIR conveys the powerful and elegant turmoil of  
*Batman Forever* with minimal linear elements.



Upside Down Retail On Sale Date: March 1, 1995 • MidMarket and Mass Market Retail On Sale Date: April 1, 1995

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BMF - AN - 4



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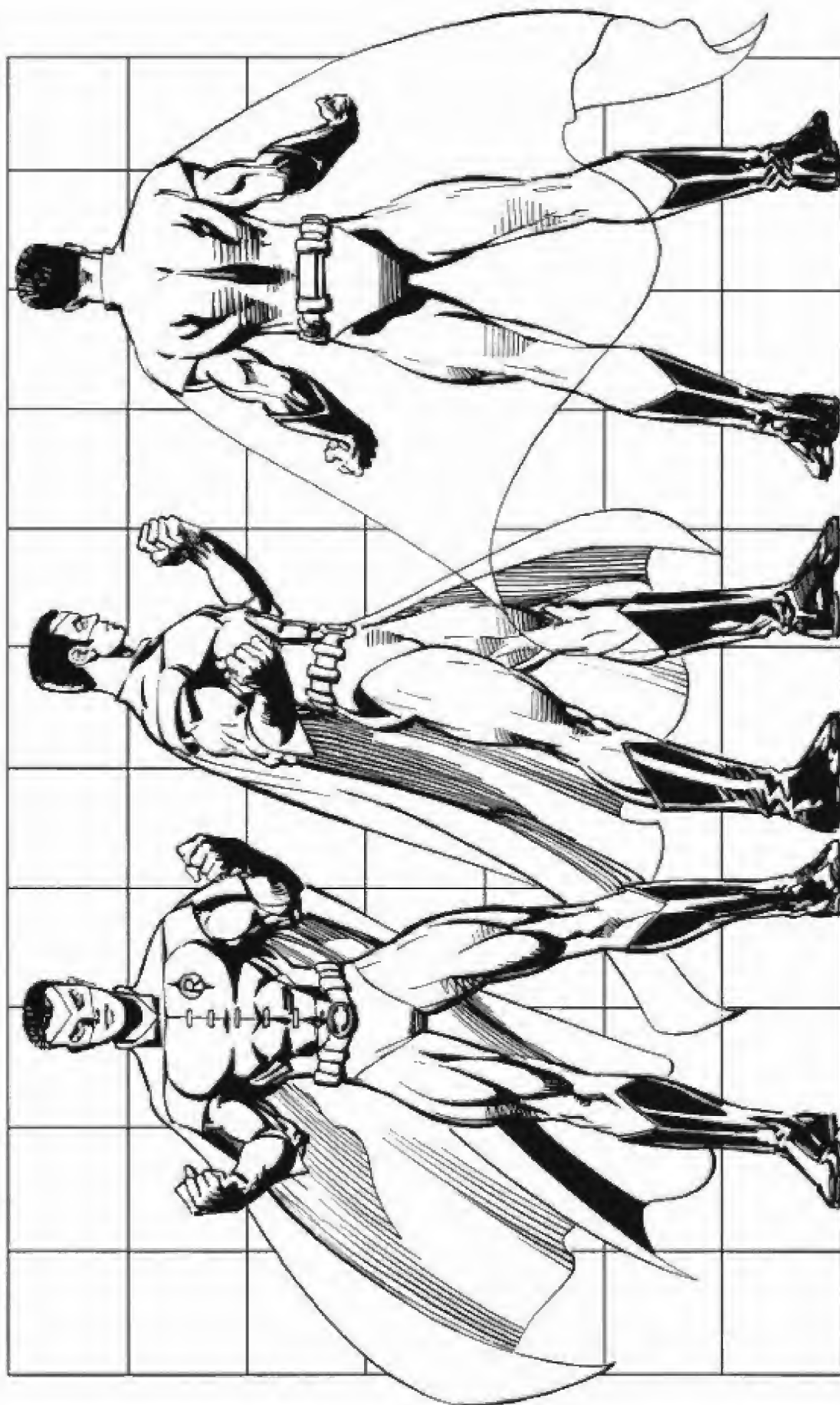
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BMF - AN - 5



CHARACTER MODELS depict front, side, and back turnaround poses of the costumed heroes and villains for sculpting reference.



## ROBIN™

For 3D product, Robin should always be 7 heads high.

**FOR  
CONCEPT ART**

Return On Sale Date: June 1, 1995

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PMS 162  
Flesh

PMS 170  
Hair  
and Gloves

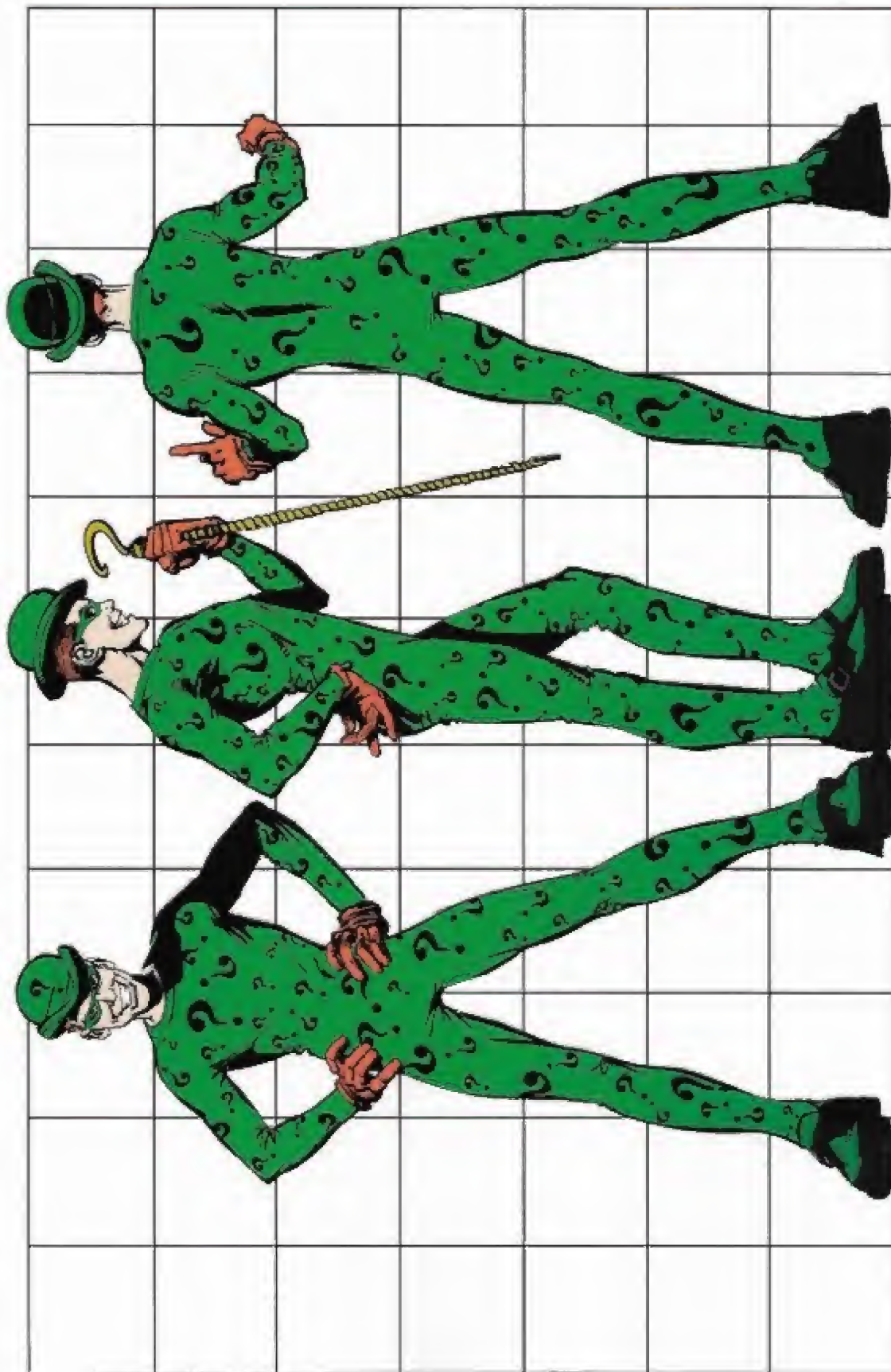
PMS 354  
Unitard,  
Shoes, Mask  
and Hat  
(including  
Hat Band)

Black  
Question  
Marks on  
unitard  
and Hat

PMS 874  
(Metallic Gold)  
or

PMS 142  
Cane

PMS 499  
Eyes



## THE RIDDLER™

Ex-WAYNE ENTERPRISES employee, EDWARD NYGMA, feels his genius has been overlooked by BRUCE WAYNE. After a humiliating encounter with the man he idolizes, he's out for revenge. Already a genius, The Riddler invents a device that allows him to grow even more brilliant as he riddles his way toward the destruction of Bruce Wayne.

Retail On Sale Date: June 1, 1995

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BNF - CM - 4C

PMS 162  
Flesh

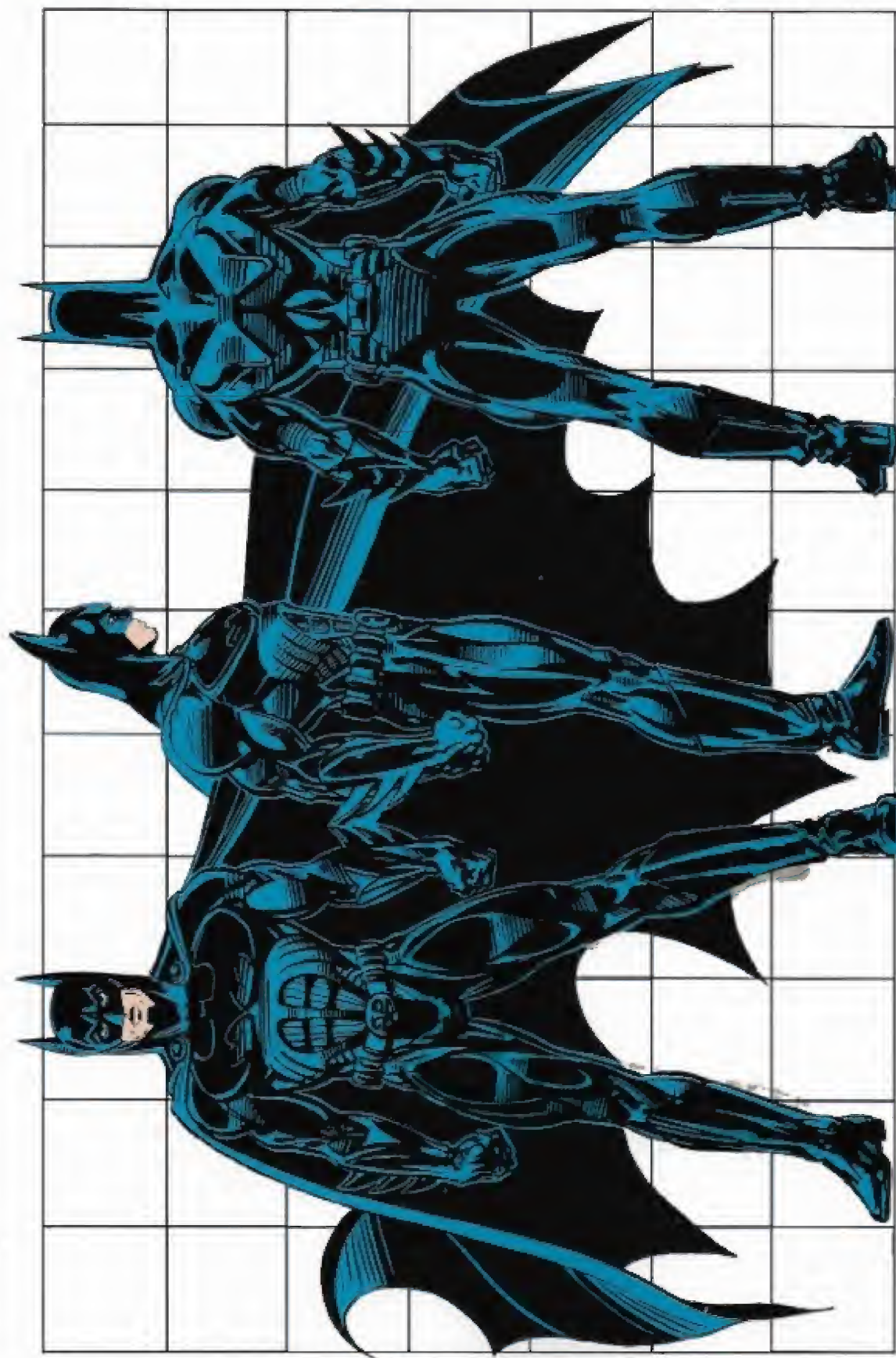
BLACK  
Costume  
(Including  
Belt, Chest  
Emblem,  
Boots  
& Gloves)

PMS 3005  
Blue Costume  
Highlights  
or

PMS 2726  
Purple  
Costume  
Highlights  
(Alternative  
colors may be  
used subject  
to QC  
approval)

PMS 499  
Bruce Wayne's  
Hair

PMS 422  
Eyes



## BATMAN™

Philanthropist BRUCE WAYNE heads WAYNE ENTERPRISES by day, but by night, patrols the streets as the city's mysterious protector, BATMAN. Employing athletic prowess, a keen intellect and amazing high-tech gadgetry,

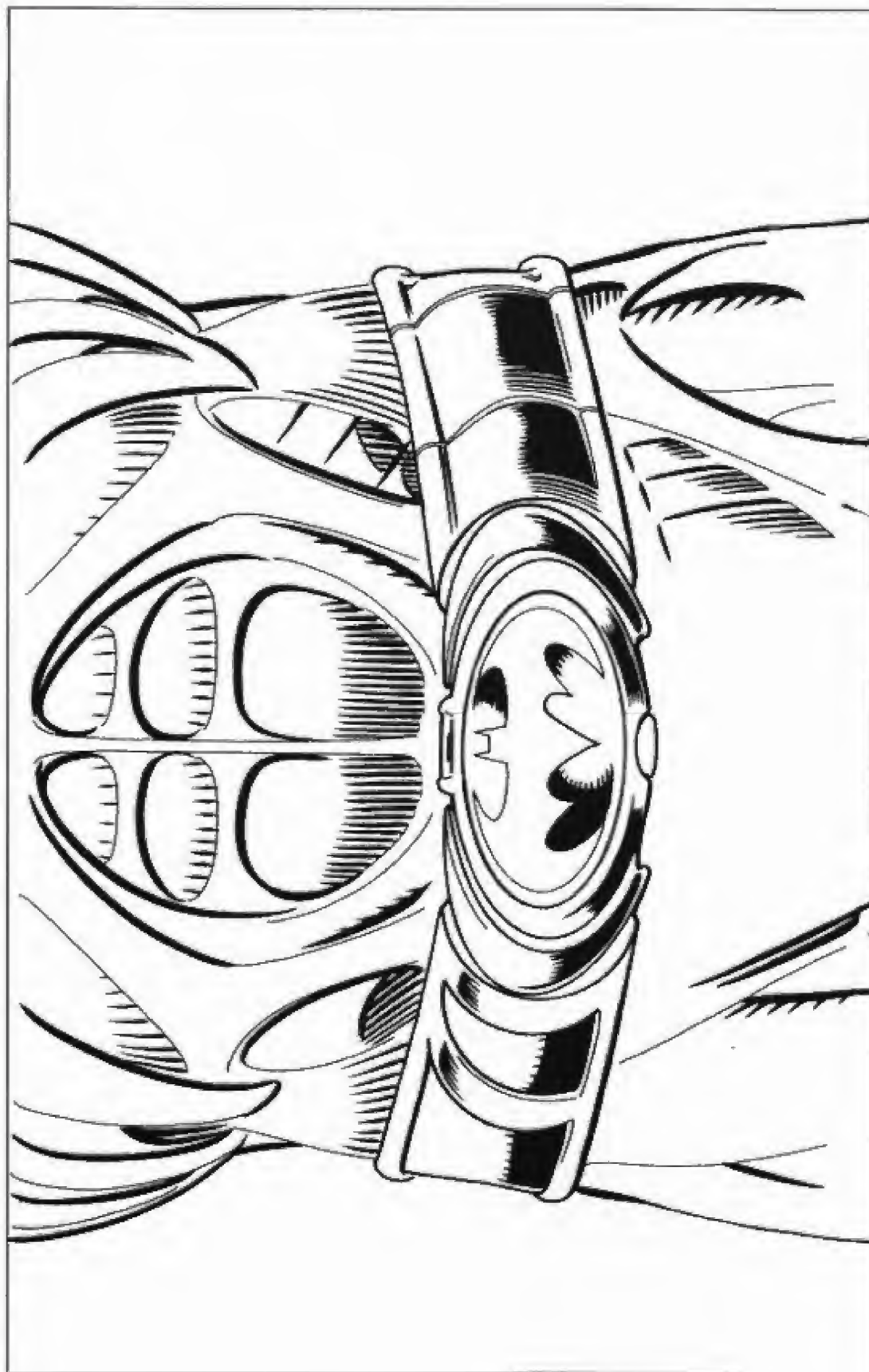
Batman confronts the criminal elements of GOTHAM CITY as THE DARK KNIGHT.

Updates (Retail on sale date: March 1, 1995) • Mid-Market and Mass Market Retail On Sale Date: April 1, 1995

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BMF - CM - 1C



## Final Batman™ Belt Detail

**This belt detail is provided for sculpting reference only. Although style guide art does not reflect this belt detail, all 3D product should.**

Evil Side



PMS 240  
Flesh



PMS 429  
Shoes are  
black with  
grey tip



PMS 228  
Hair, Suit  
Jacket and  
Pants  
(w/black  
Zebra print)



White  
Lapel  
(w/black print)



Process  
Yellow C  
Shirt  
(w/black  
print)

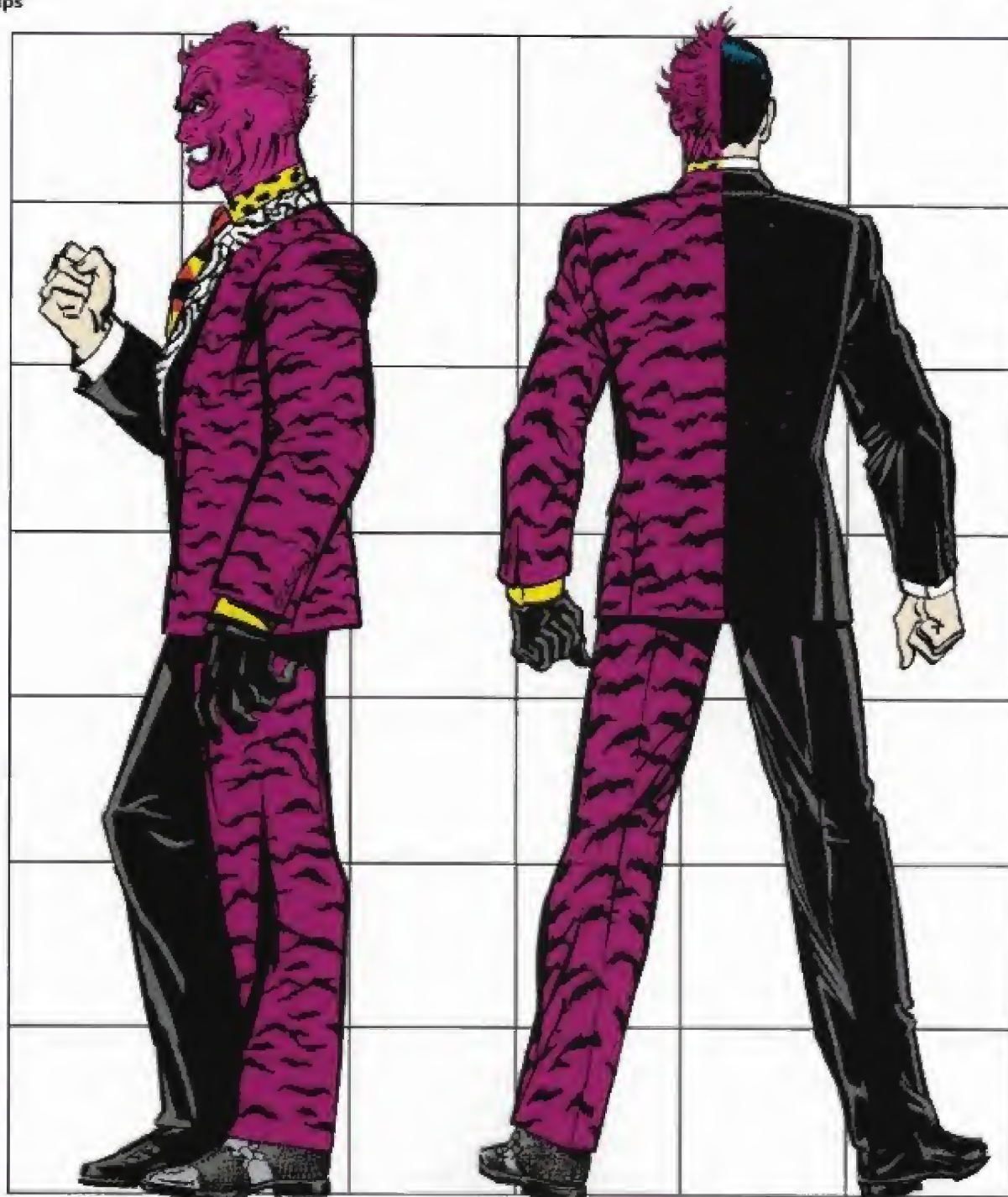


PMS 186  
Tie (w/black  
and yellow  
print)



PMS 261  
Lips

# CHARACTER models



**TWO-FACE™**

Good Side

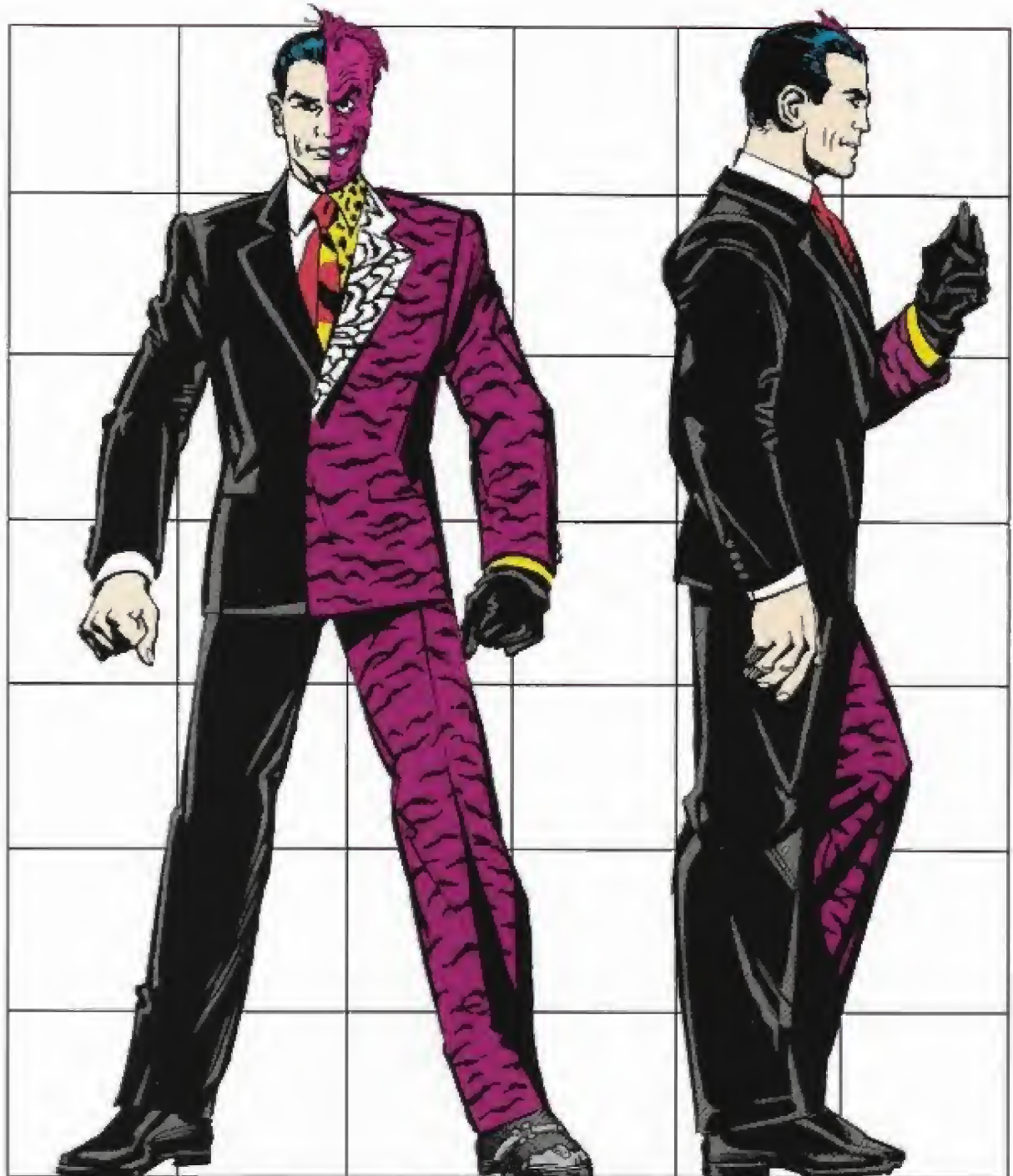
PMS 162  
Flesh

BLACK  
Jacket, Pants,  
Shoes and Hair  
PMS 430  
for Black  
Highlights

WHITE  
Shirt

PMS 186  
Tie

PMS 499  
Eye



## TWO-FACE™

Half-man, half madman, he's the ultimate dual personality. TWO-FACE is a former GOTHAM CITY district attorney HARVEY DENT, who mistakenly blames Batman for an accident that left one side of his face grotesquely deformed. And now he's out to get BATMAN!

Retail On Sale Date: June 1, 1995

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PMS 162  
Flesh

PMS 492  
Leotard

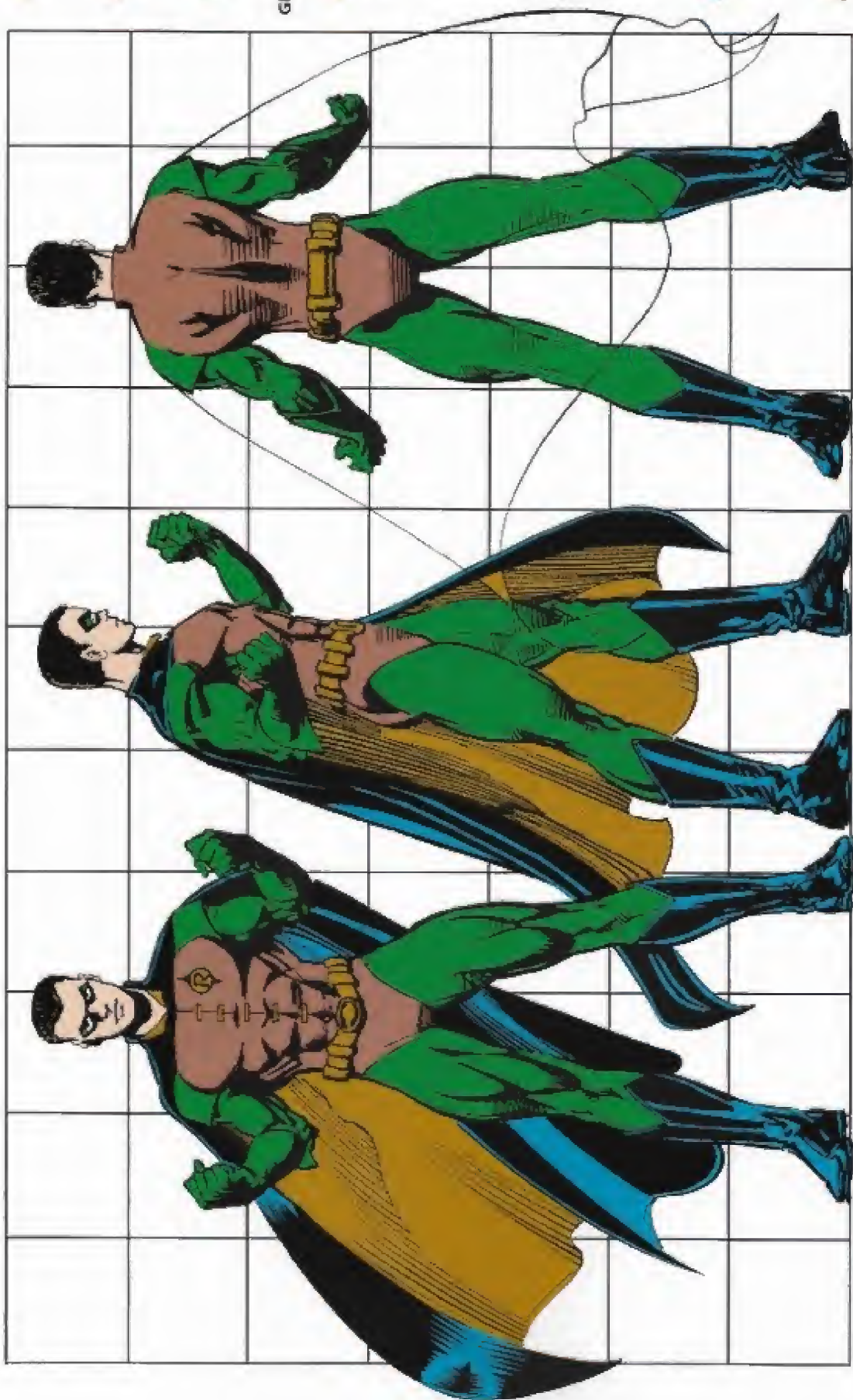
PMS 349  
Tights,  
Sleeves,  
Gloves and Mask

PMS 876  
(Bronze)  
or  
PMS 146  
Belt,  
R logo  
and Cape  
Interior

BLACK  
Boots  
and Cape  
Exterior

PMS 3005  
Highlights  
and Eyes

PMS 499  
Robin's Hair



## ROBIN™

Handsome teenage circus star DICK GRAYSON is the only surviving member of THE FLYING GRAYSONS (who were killed at the hands of TWO-FACE in a tragic "accident" during a GOTHAM CITY charity performance). Vowing revenge, Grayson utilizes his acrobatic and martial arts skills to fight the forces of evil by joining BATMAN as his daring partner ROBIN.

**FOR CONCEPT**

**NOT APPROVED  
FINAL ART**

Retail On Sale Date: June 1, 1995

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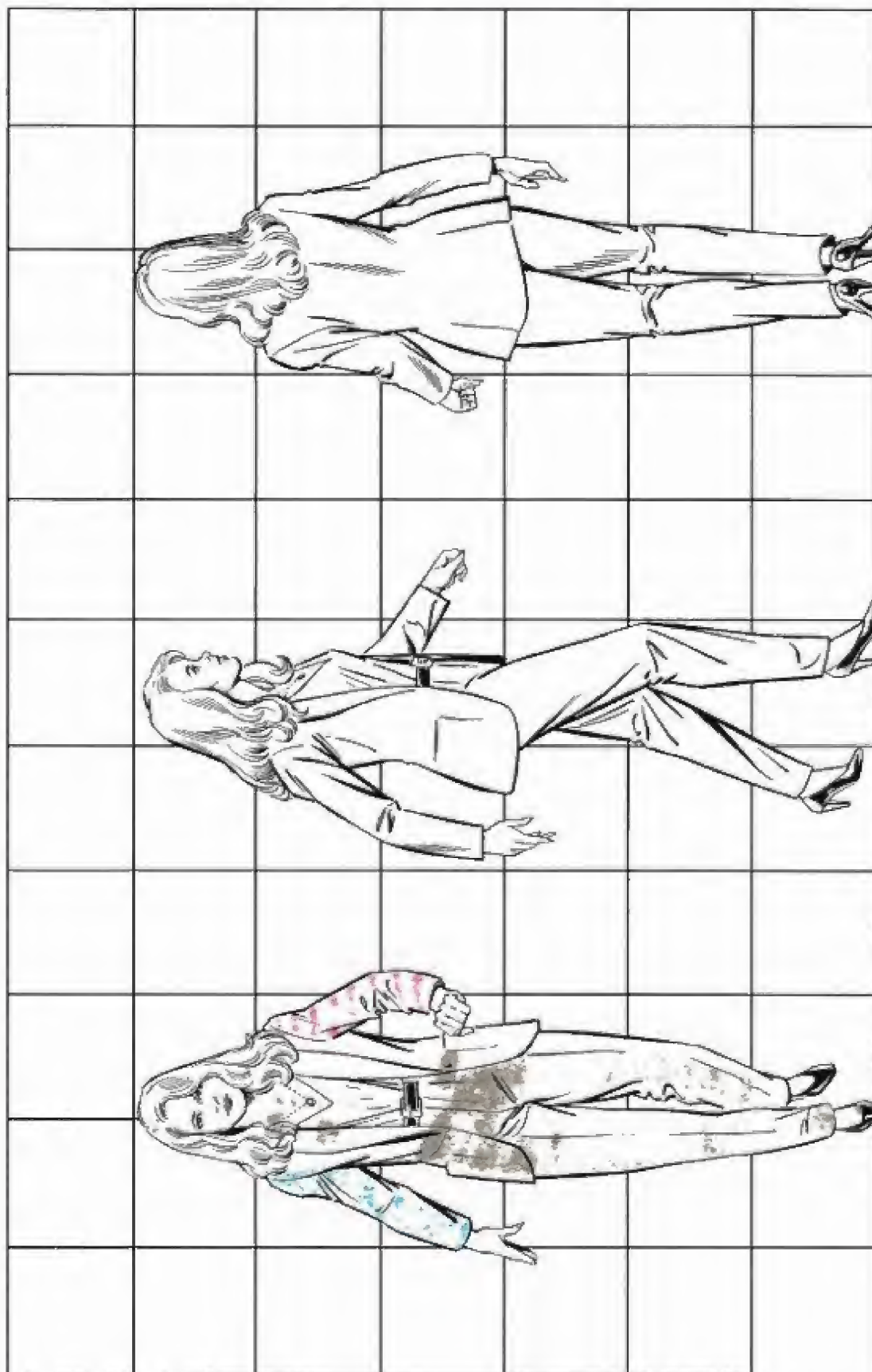
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PMS 162  
FLESH

Blonde-PMS 141  
HAIR

Blue-PMS 3005  
EYES

Red-PMS 032  
LIPS

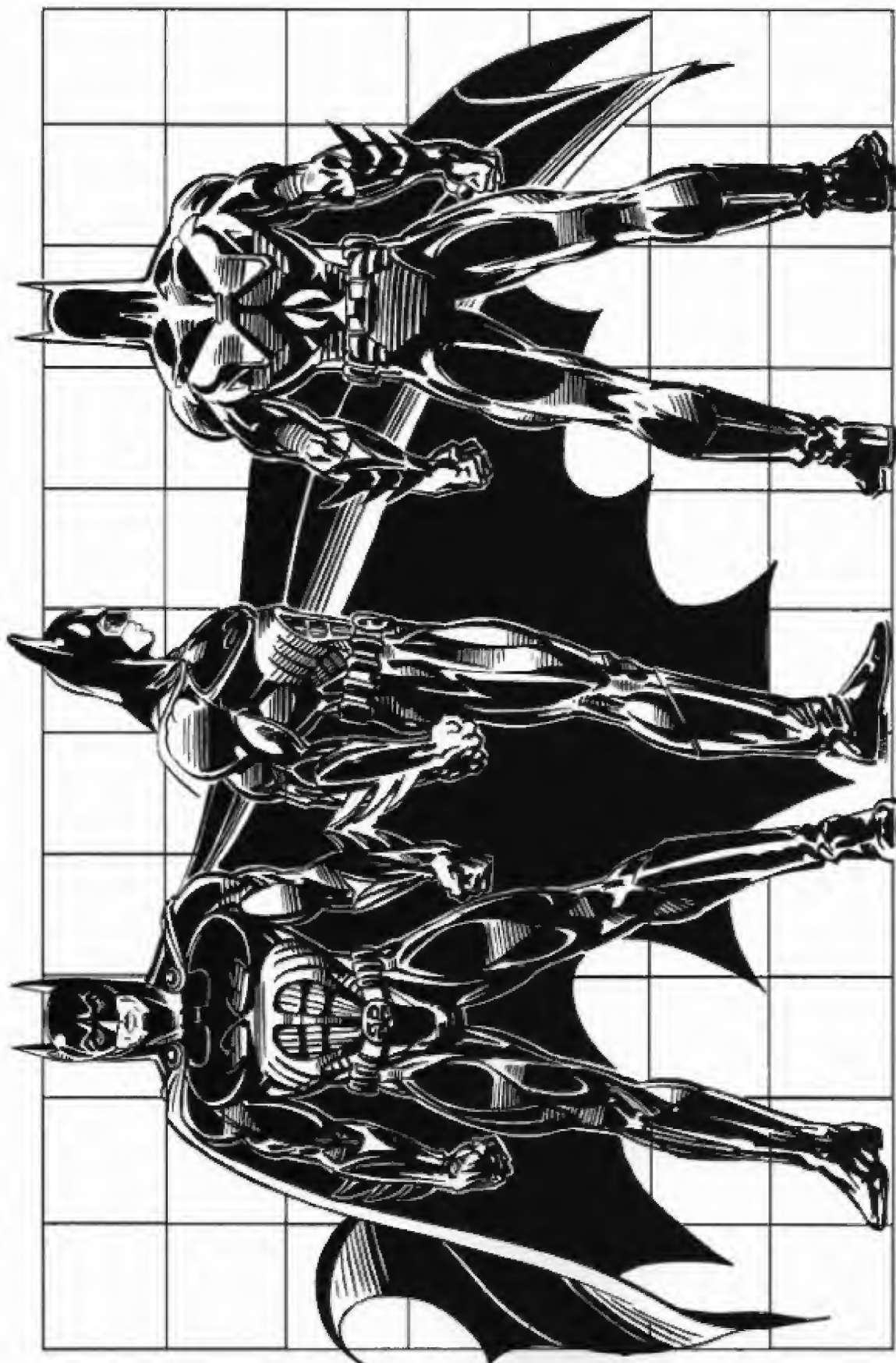


## DR. CHASE MERIDIAN™

For 3D product, Dr. Chase Meridian should always be 6 heads high.

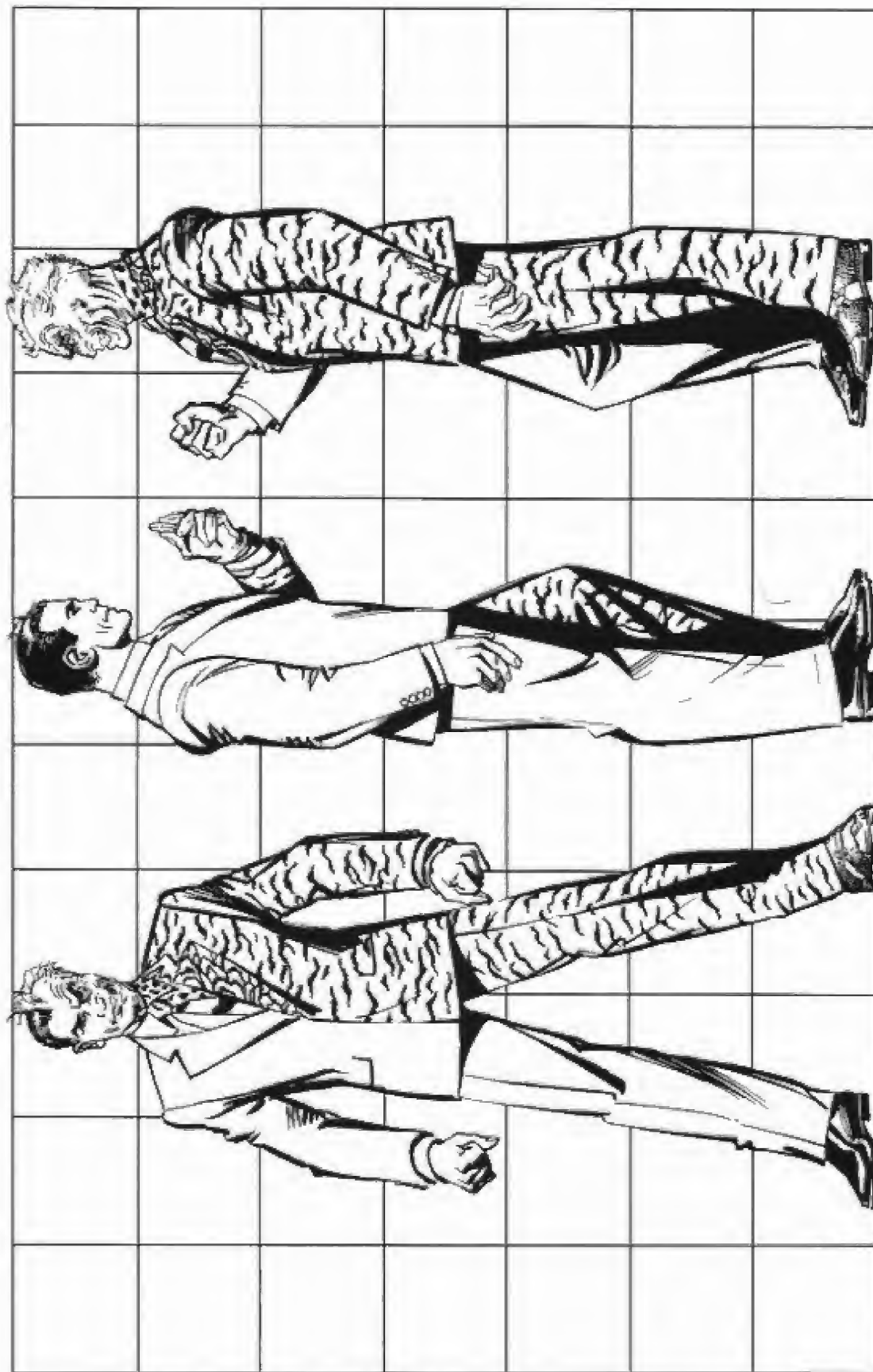
Brainy and beautiful, this newcomer to GOTHAM CITY is a noted psychiatrist specializing in the study of the criminal mind. Her efforts to foil THE RIDDLER and TWO-FACE bring her in close contact with BATMAN who both mystifies and fascinates her.

Although she is interested in Batman, BRUCE WAYNE is interested in her!



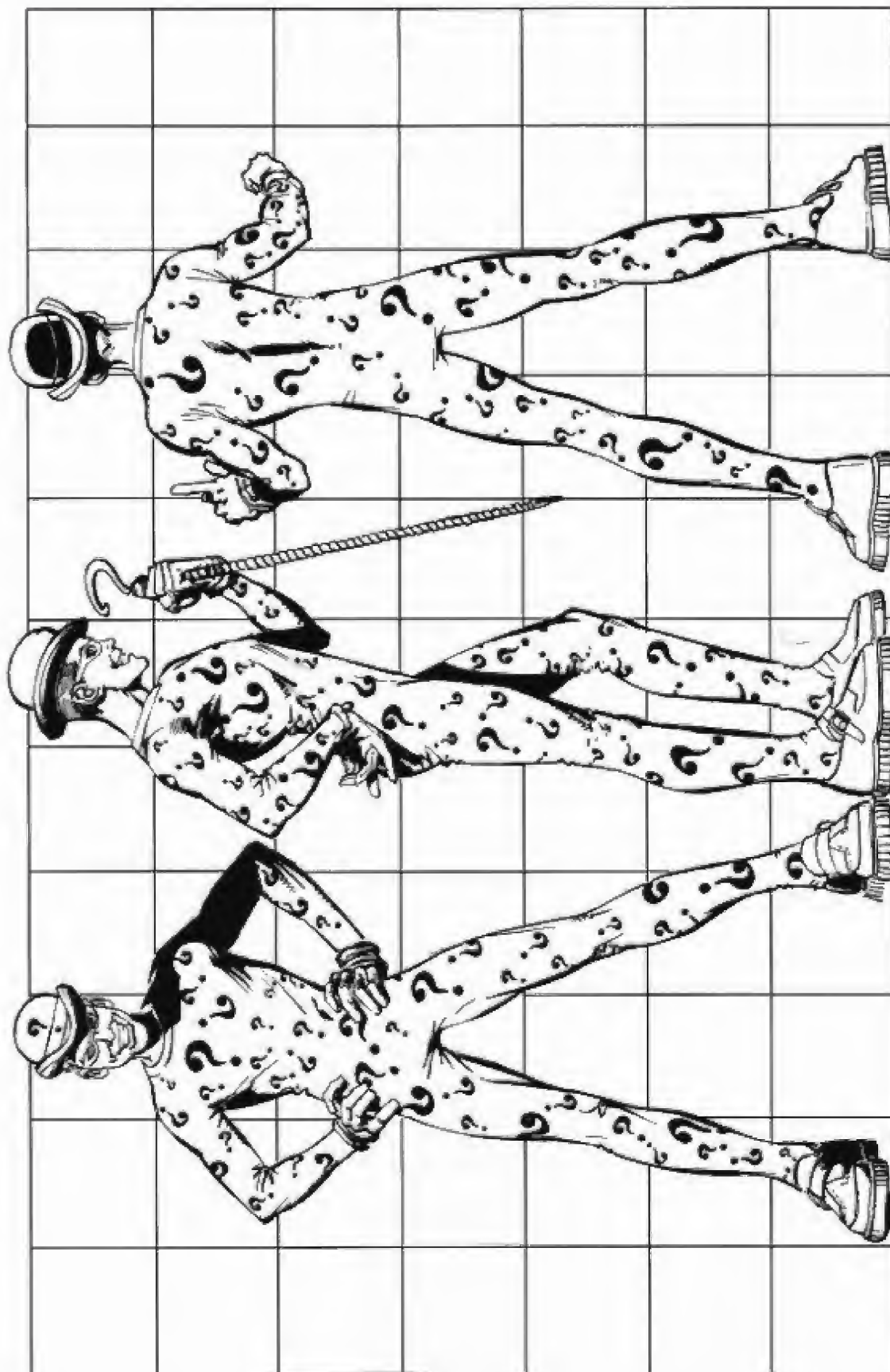
## BATMAN™

For 3D product, Batman should always be 7 heads high.  
Batman shown here without cape for sculpting reference only



## TWO-FACE™

For 3D product, Two-Face should always be 7 heads high.



## THE RIDDLER™

For 3D product, The Riddler should always be 7 heads high.



ICONS AND GADGETS present the new, imaginative inventions and symbolic designs depicted in *Batman Forever*.



**FOR USE WITH THE RIDDLER™ ART ONLY OR ALONE**



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BMP - IG - 8C

13/18/5 = Mr. E

Green

Bat

Intelligence

BATCAVE™

Mind

Brainwaves

*Not a Friend a* **Partner**

BRAINWAVES

Question

CONtRoL

Q<sup>u</sup>est<sup>i</sup>on

DARK

DARK

The Guesser

DUALITY

ENTANGLEMENT

Arkham Asylum™

HARVEY DENT™

Batarang™

*Intensity*

BATWING™

Mystery

Claw Island™

personalities

CRIMEFIGHTER

Revenge

E. Nygma™

*Secrets*

Fight Crime

The New Box

Fight Evil

Glowing

Weapon

Upstairs Retail On Sale Date: March 1, 1995 • Mid-Market and Mass Market Retail On Sale Date: April 1, 1995

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BMF • IG • 4



**Gotham City™ Police  
Department logo**



**Gotham City™  
Swat Team logo**



**Second Bank of  
Gotham Security  
logo**



**Gotham City™  
Crest**



**Batarang™ #2**



**Batarang™ #1**



**The Riddler's  
Clapping Hand Box**



**The Riddler's Cane**

Upstairs Retail On Sale Date: March 1, 1995 • Mid-Market and Mass Market Retail On Sale Date: April 1, 1995

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**Bat Bola™**



**Bat Cuffs™**



**Grappling Hook  
with cable clamp**



**Grappling Hook Device**



**The Riddler's Logo**



**Expanding Sawblade  
launcher**



**Two-Face's Coin Front**



**Two-Face's Coin Back**



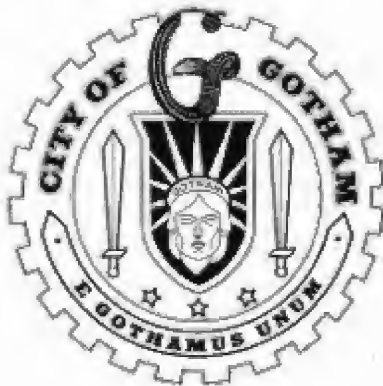
**Gotham City™ Police  
Department logo**



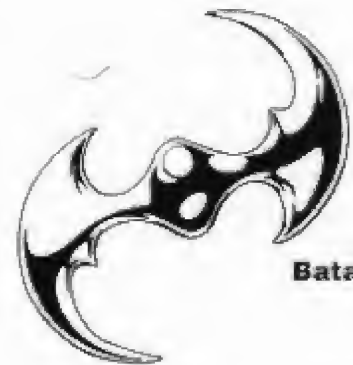
**Gotham City™  
Swat Team logo**



**Second Bank of  
Gotham Security  
logo**



**Gotham City™  
Crest**



**Batarang™ #2**



**Batarang™ #1**



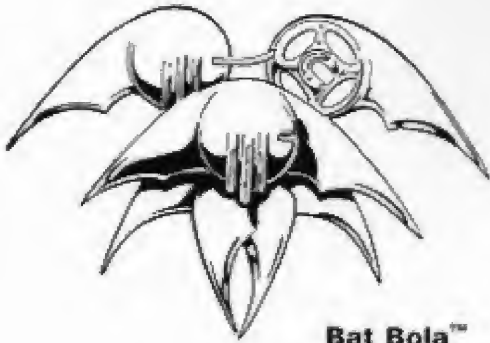
**The Riddler's  
Clapping Hand Box**



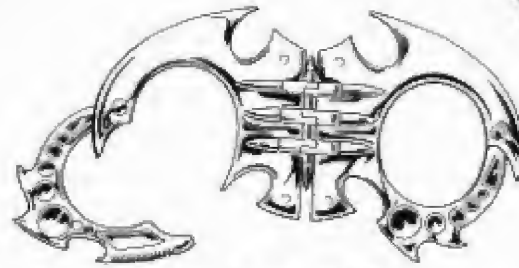
**The Riddler's Cane**

Upstairs Retail On Sale Date: March 1, 1995 • Mid-Market and Mass Market Retail On Sale Date: April 1, 1995

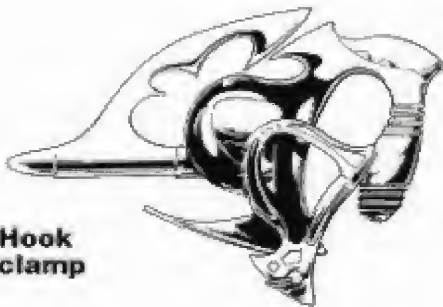
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**Bat Bola™**



**Bat Cuffs™**



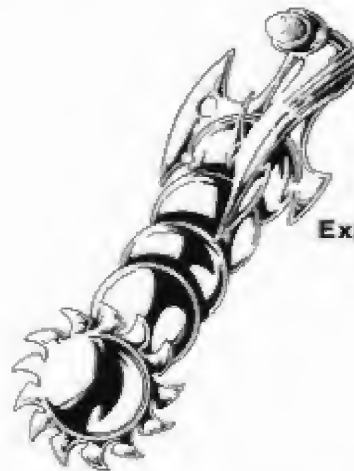
**Grappling Hook  
with cable clamp**



**Grappling Hook Device**



**The Riddler's Logo**



**Expanding Sawblade  
launcher**



**Two-Face's Coin Front**



**Two-Face's Coin Back**



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The VEHICLES provide personality and information on Balman's new transportation systems.



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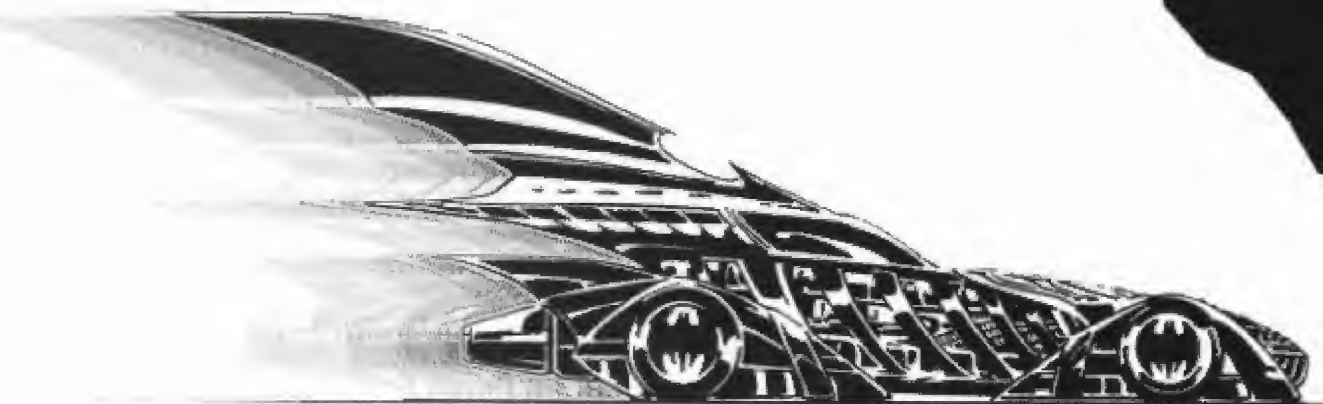
# VEHICLES



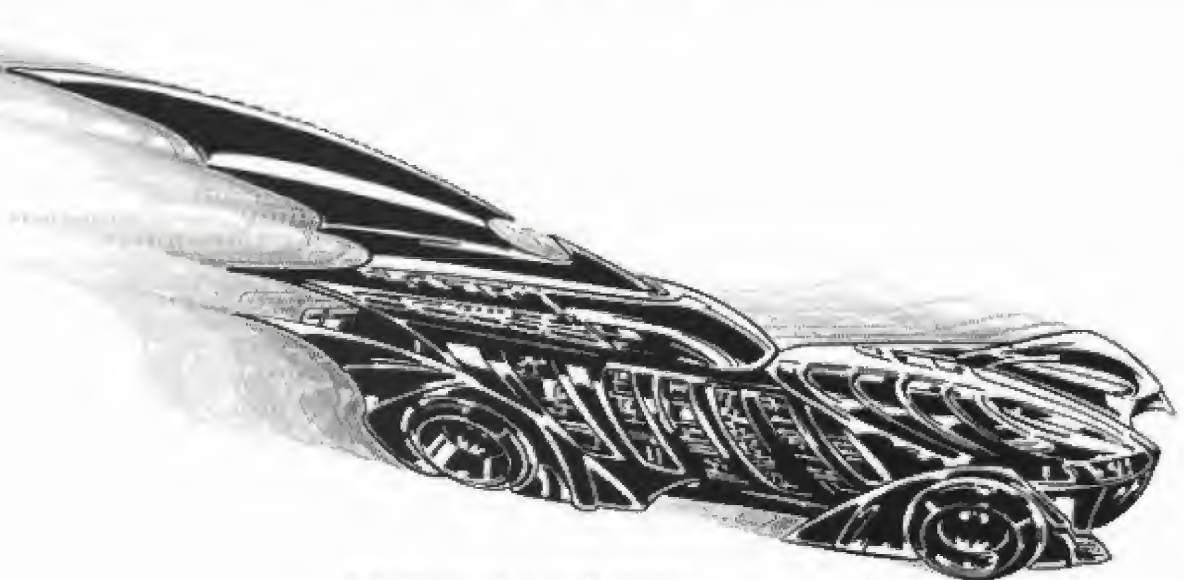
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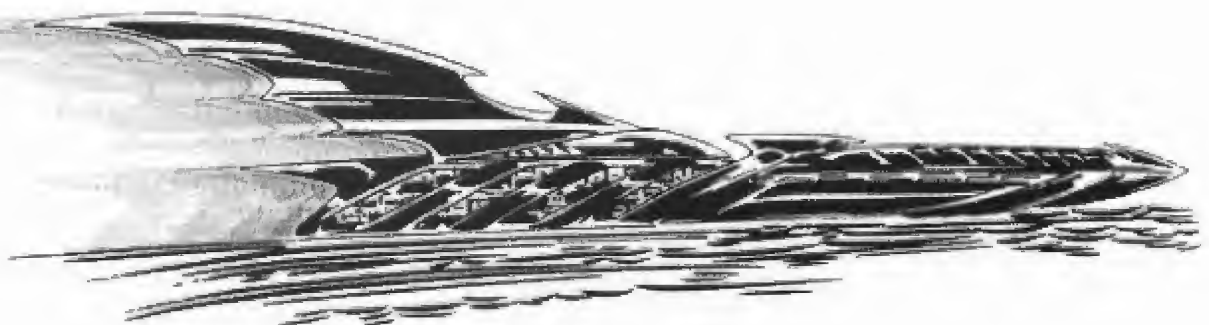
BMF - VH - 2



**Batmobile™ (side view)**



**Batmobile™ (3/4 view)**



**Batboat™ (side view)**

Upstairs Retail On Sale Date: March 1, 1995 • Mid-Market and Mass Market Retail On Sale Date: April 1, 1995

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**Batwing™ (Top View)**

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**Batwing™ (flying at angle)**



## Batboat™

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Updates Retail On Sale Date: March 1, 1995 • Mid-Market and Mass Market Retail On Sale Date: April 1, 1995

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BMF - VH - 7C

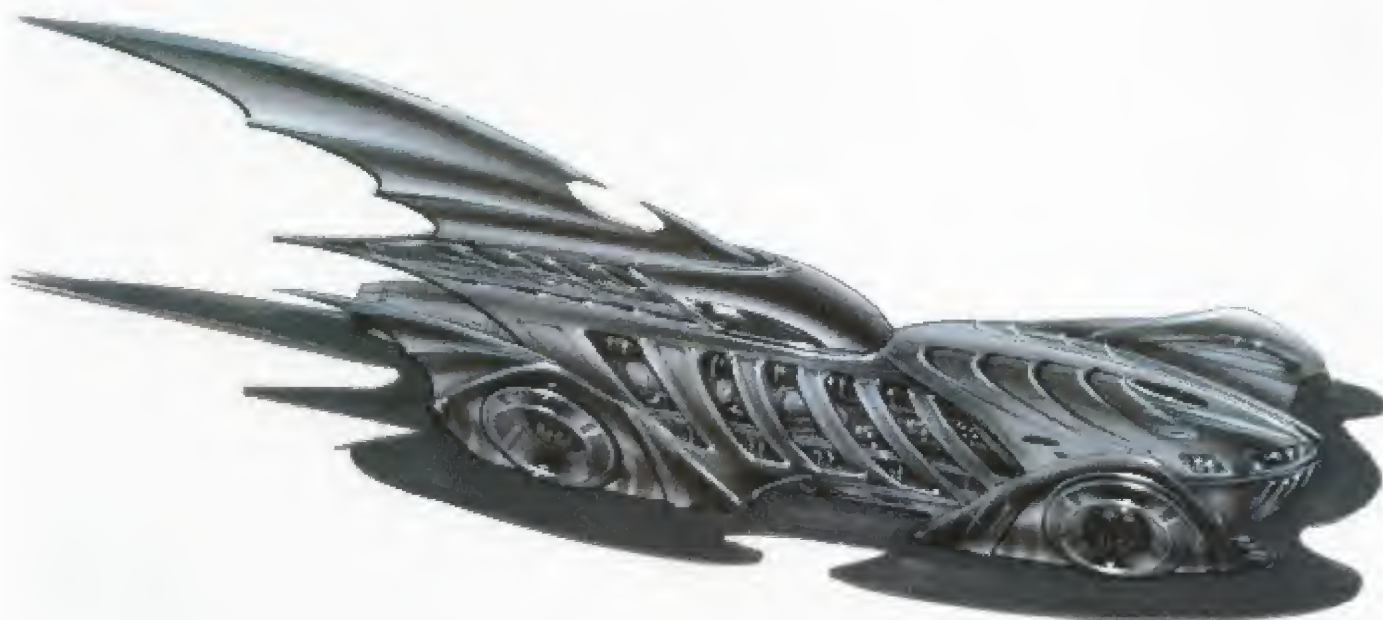
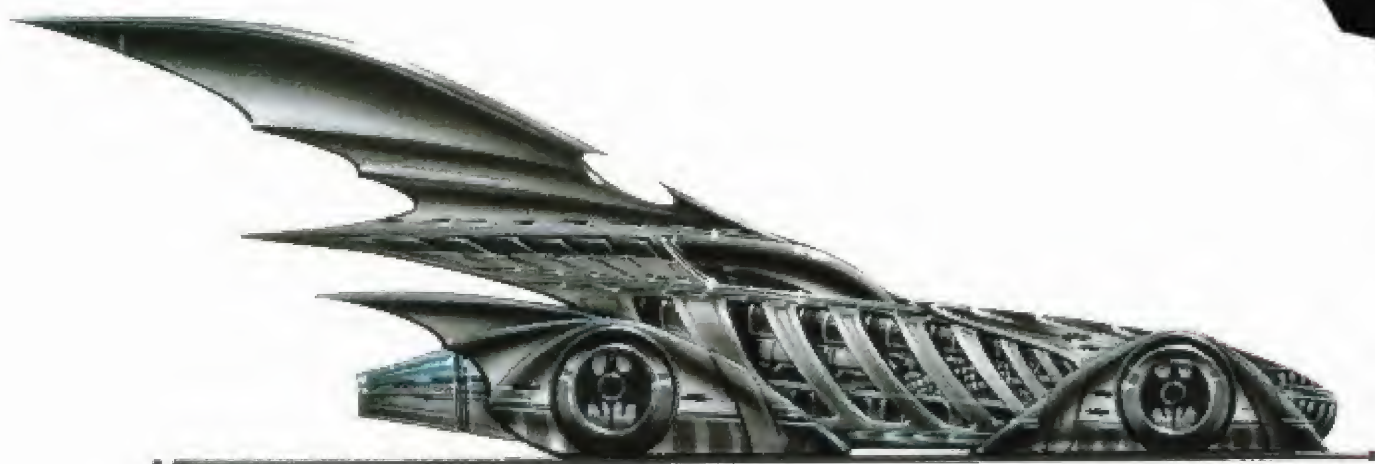


**Batwing™**

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## Batmobile™

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DMF - VH - 6C



**Batmobile™**

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**Batwing™**



**Batboat™**

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**Batmobile™ (front view)**



**Batmobile™ (3/4 view)**



**Batmobile™ (side view)**

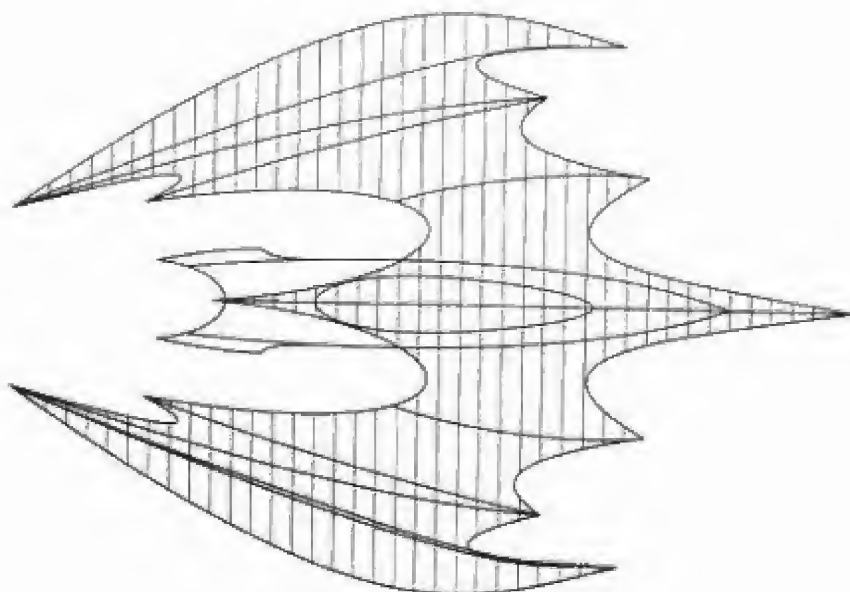
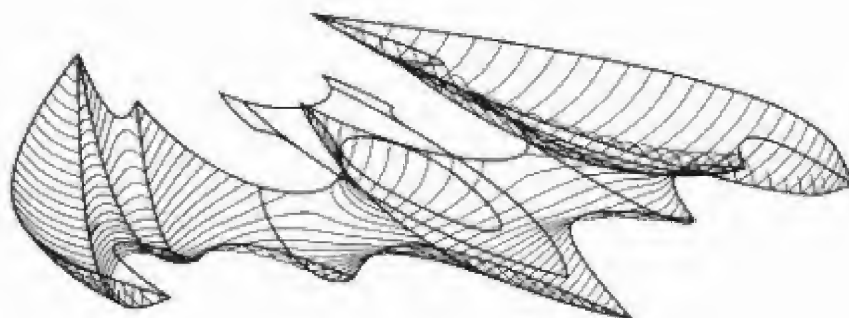
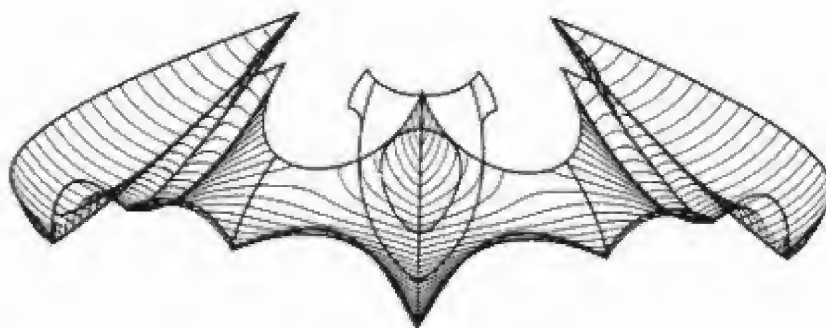


**Batmobile™ (back view)**

TRANSPARENCIES OF THE ABOVE IMAGES ARE AVAILABLE THROUGH YOUR WBCP ACCOUNT EXECUTIVE. THE BATMOBILE IS MATTE BLACK WITH CHROME TRIM AS INDICATED. THE LIGHTING OVER THE CHROME ENGINE (BEHIND THE RIBCAGE) AND ON THE HUBCAPS IS PMS 290. FOR LINE ART ILLUSTRATION, PLEASE USE PMS 3005 FOR HIGHLIGHTS ON BLACK AND PMS 429 FOR THE CHROME TRIM AND ENGINE.

Upstairs Retail On Sale Date: March 1, 1995 • Mid-Market and Mass Market Retail On Sale Date: April 1, 1995

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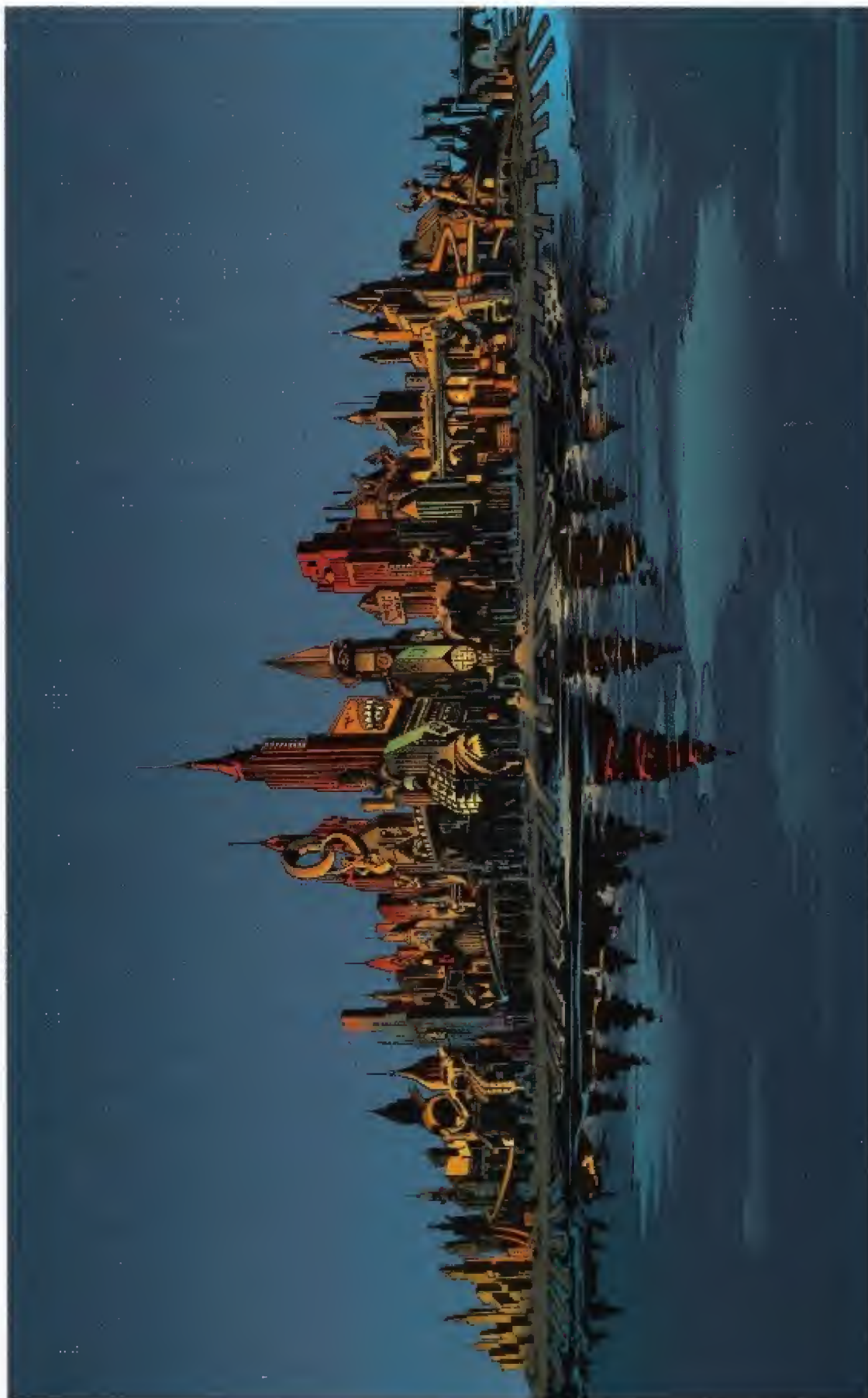
**Batwing™ Computer Model**

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**BACKGROUNDS** provide foundations of art—both cityscapes  
and repeat patterns



**GOTHAM CITY™ SKYLINE**

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DMF - BG - 1C

**BACK-**  
 grounds



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**GOTHAM CITY™**

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BMF • BG • 2C



## GOTHAM CITY™

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**GOTHAM CITY™**

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# BATCAVE™

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BMF • DG • 4C

**BACK-**  
grounds

## BACK-grounds



**BATCAVE™**

Retail On Sale Date: June 1, 1995

CONTRIBUTORS AND ONLY BE PLACED ON SUBMISSIONS TO THE JOURNAL. INFORMATION AND OTHER MATERIALS SHOULD BE PLACED IN THE CORRESPONDENCE SECTION. MANUSCRIPTS WILL BE REVIEWED BY TWO REVIEWERS AND ALL RELATED ELEMENTS ARE THE PROPERTY OF THE JOURNAL. BY 4:00 PM, ALL RESULTS RECEIVED

91MF-BG-4



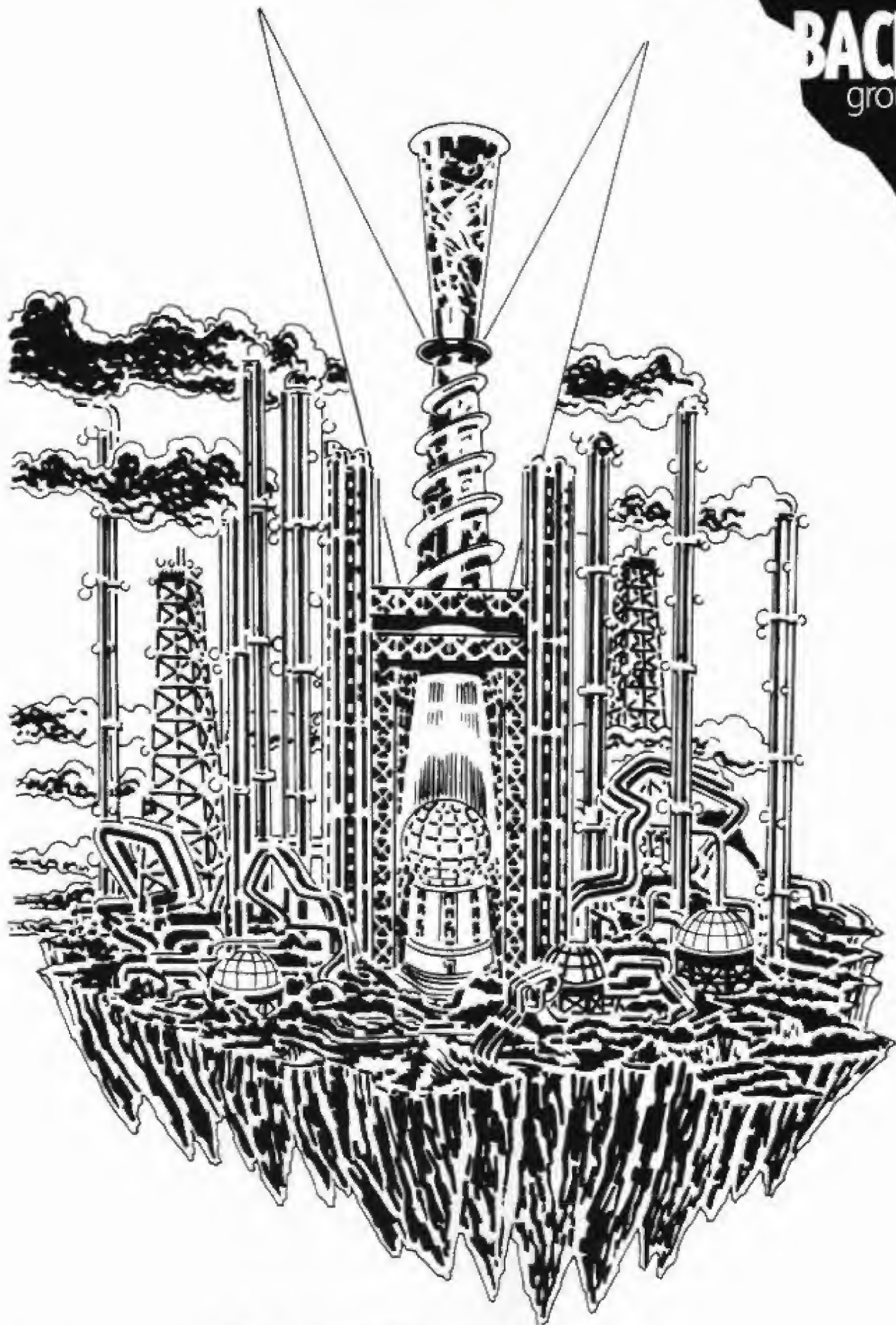
**CLAW ISLAND™ (THE RIDDLER'S LAIR)**

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Retail On Sale Date: June 1, 1995

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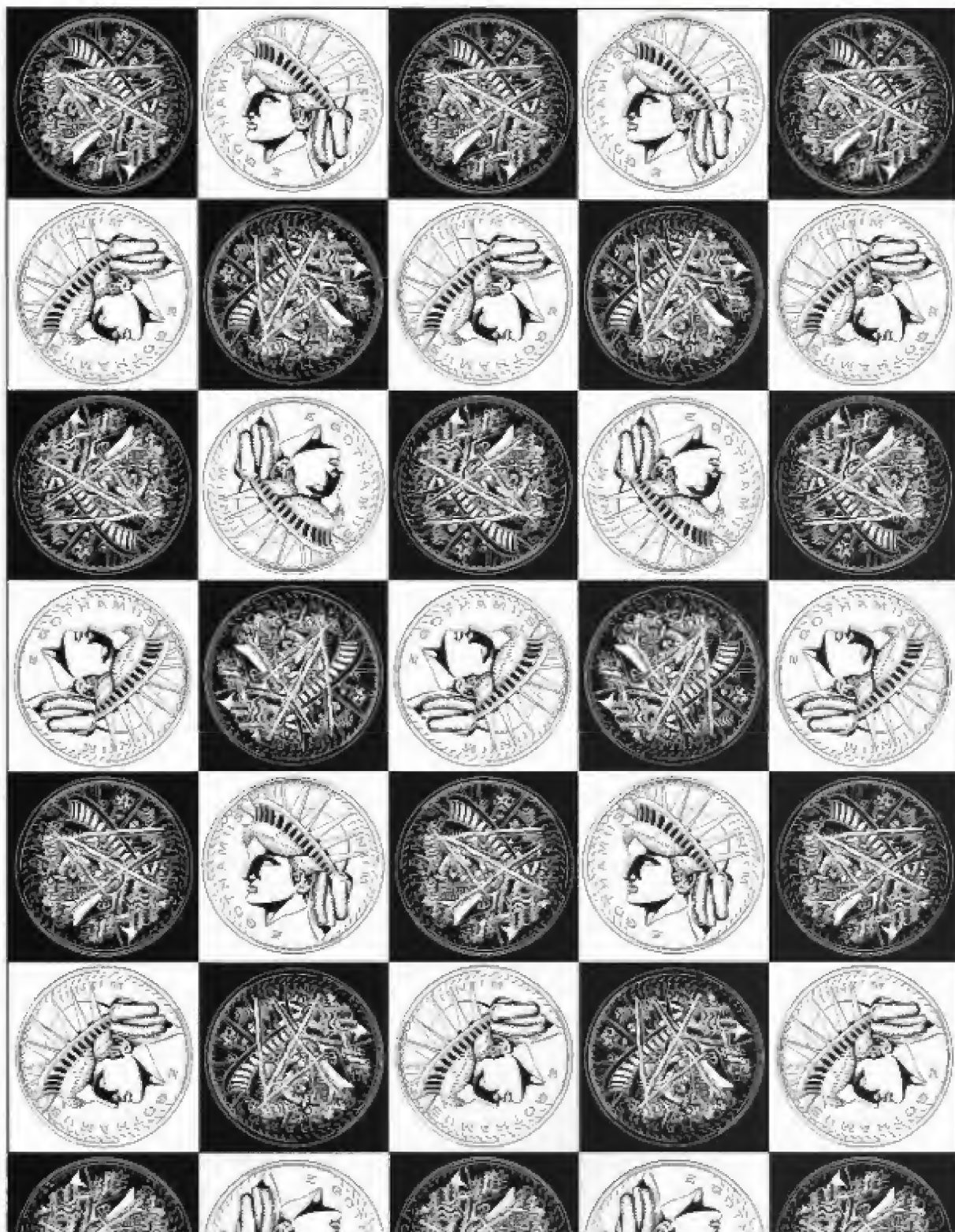
BMF - BG - 5C



**CLAW ISLAND™ (THE RIDDLER'S LAIR)**

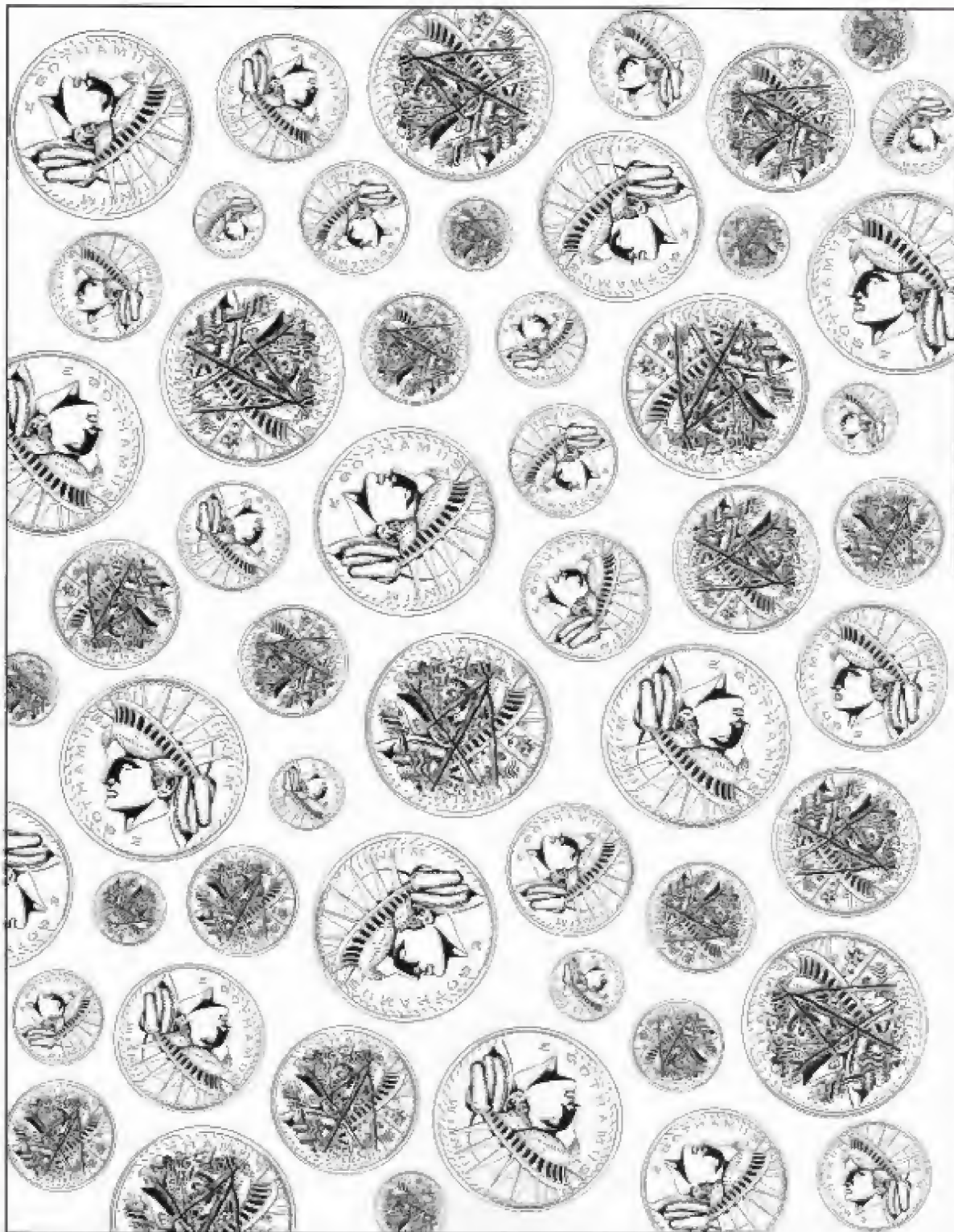
Retail On Sale Date: June 1, 1995

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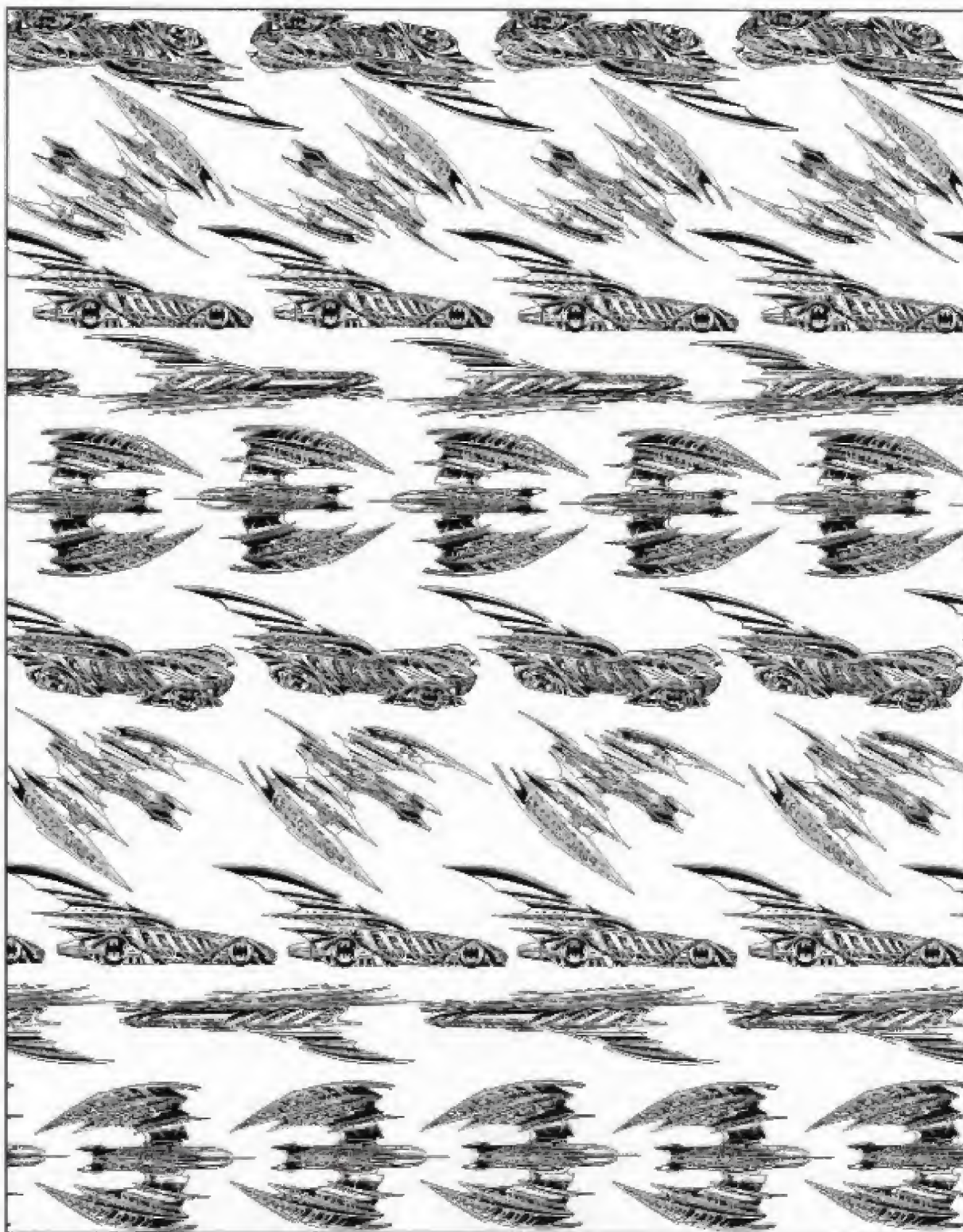
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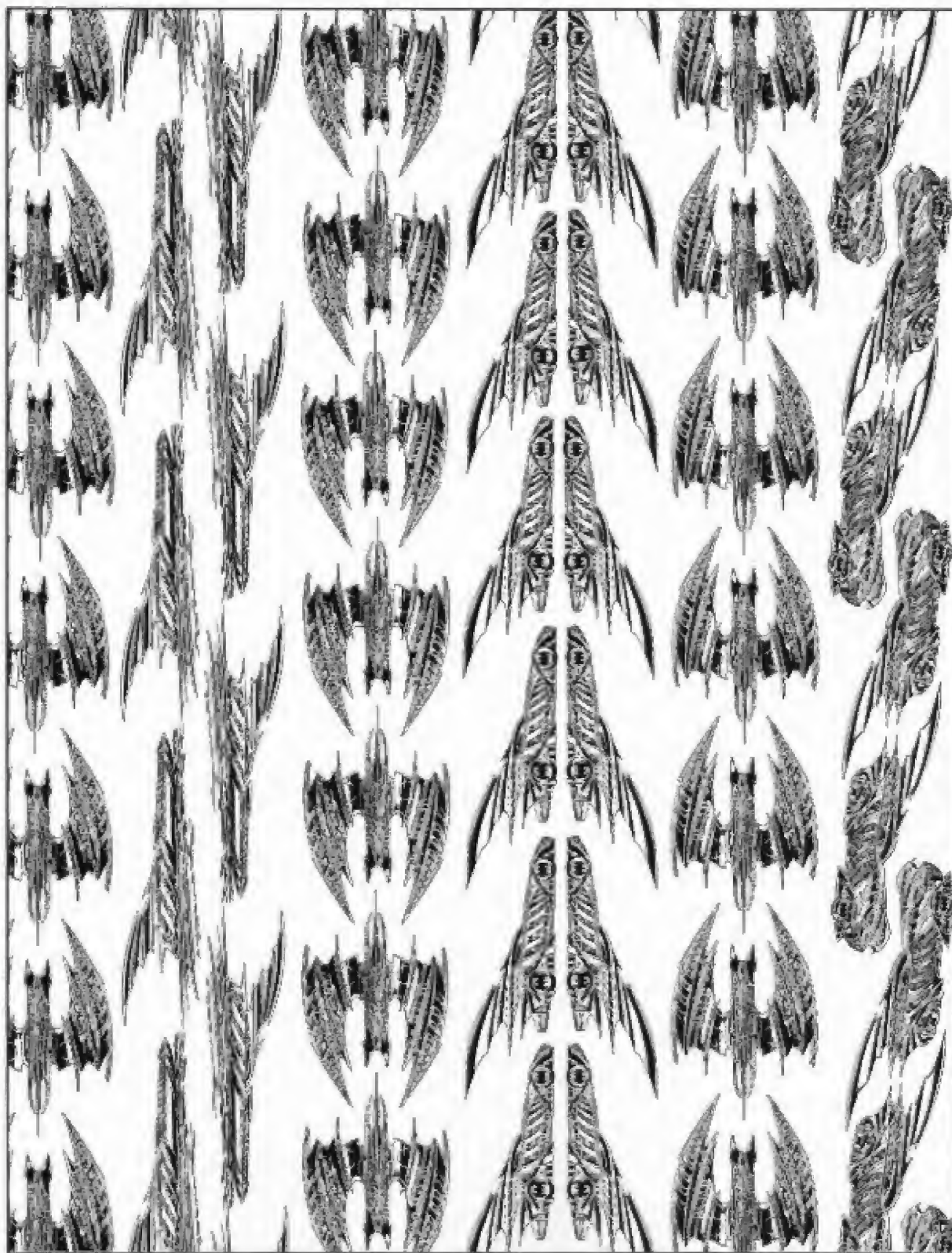
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2

BATBOMBS™

Batboat™

Brain

Bruce Wayne™

Dual

Fusion Drive

Gotham City™

HEADS  
OR  
TAILS

HEADS  
OR TAILS

Neon

NEON

NIGHT

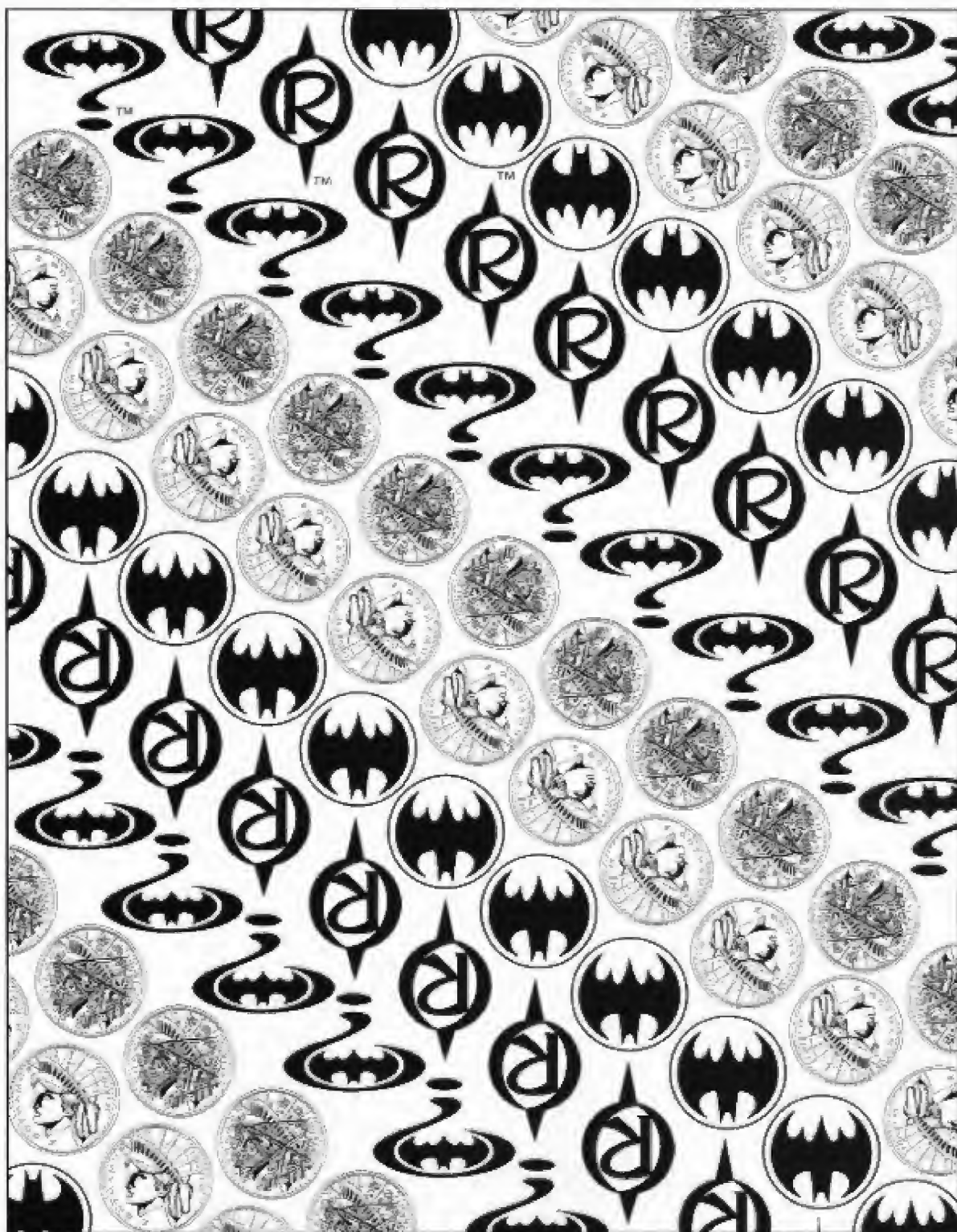
NYGMATIC

The Box

RIDDLES

nygmatic

Two



Upstairs Retail On Sale Date: March 1, 1995 • Mid-Market and Mass Market Retail On Sale Date: April 1, 1995

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HEADS  
OR TAILS

BACK-  
grounds

Mystery

Intensity

jealousy

RIDDLES

2

multiple  
personalities

Quality

two

BEWARE

dreams

nygmatic

double

Weapon

secrets

too

Revenge

Upstairs Retail On Sale Date: March 1, 1995 • Mid-Market and Mass Market Retail On Sale Date: April 1, 1995

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BMF • BG • 12



LOGOS identify and symbolize the main characters with striking graphic lettering.



### Batman™ Forever Logo-Color

A transparency of the logo is available from your WBCP Account Executive

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IN ORDER TO INTRODUCE A FRESH, NEW LOOK TO "BATMAN FOREVER" MERCHANDISE AND MAKE IT DISTINGUISHABLE FROM ANY OTHER PAST OR CURRENT BATMAN MERCHANDISING PROGRAMS, WE ENCOURAGE LICENSEES TO USE THE "BATMAN FOREVER" LOGO AS AN ICON IMAGE AND DESIGN ELEMENT. WHEREVER POSSIBLE, INCORPORATING THIS LOGO INTO YOUR DESIGNS WILL GIVE AN IMMEDIATE CLUE TO RETAILERS AND CONSUMERS THAT "BATMAN FOREVER" MERCHANDISE IS STRIKINGLY DIFFERENT FROM ANYTHING THEY HAVE SEEN BEFORE.

Upstairs Retail on sale date: March 1, 1995 • MidMarket and Mass Market Retail on sale date: April 1, 1995

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the  
**reelz**<sup>TM</sup>

TM

**Two-Face**

LOGOS

Upstairs Retail on sale date: March 1, 1995 • MidMarket and Mass Market Retail on sale date: April 1, 1995  
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MATTEN AND ASS. RELATED RIGHTS ARE THE PROPERTY OF DC COMICS TM & © 1994 ALL RIGHTS RESERVED

BMF • LG • B

**BAT EMBLEM LOGO**

THE TRADITIONAL BAT EMBLEM LOGO IS AN IMMEDIATELY RECOGNIZABLE ICON IMAGE LOGO ASSOCIATED WITH THE BATMAN PROPERTY. ALTHOUGH IT IS ACCEPTABLE TO USE THE BAT EMBLEM LOGO, WE PREFER TO USE THE "BATMAN FOREVER" LOGO IN THIS MERCHANDISING PROGRAM.

**BAT-SIGNAL LOGO**

Upstairs Retail on sale date: March 1, 1995 • Mid-Market and Mass Market Retail on sale date: April 1, 1995

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**ROBIN**™



TM

Upstairs Retail on sale date: March 1, 1995 • Mid-Market and Mass Market Retail on sale date: April 1, 1995

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**Batman™ Forever Logo-Halftone**

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# BATMAN<sup>TM</sup> FOREVER

## Title Treatment

THE WORDS "BATMAN FOREVER" OR "FOREVER" SHOULD NOT BE PLACED DIRECTLY BEHEATH THE BATMAN FOREVER LOGO. THESE WORDS CAN BE PLACED AT THE BOTTOM OF THE DESIGN, IN THE UPPER RIGHT CORNER OR IN ANOTHER AREA THAT WORKS WELL WITH YOUR DESIGN, BUT THE WORDS SHOULD BE CLEARLY A SEPARATE ELEMENT FROM THE LOGO.

Upstart's Retail on sale date: March 1, 1995 • Mid-Market and Mass Market Retail on sale date: April 1, 1995  
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LOGOS

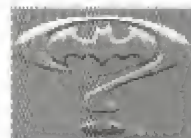
TM  
BATMAN



TM  
ROBIN

Upstairs Retail on sale date: March 1, 1995 • Mid-Market and Mass Market Retail on sale date: April 1, 1995

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Upstairs Retail on sale date: March 1, 1995 • Mass Market Retail on sale date: April 1, 1995

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COMPOSITE (BLUE AND GREEN PLATES)

UPSTAIRS RETAIL ON SALE DATE: MARCH 1, 1995 • MASS MARKET RETAIL ON SALE DATE: APRIL 1, 1995

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BMF - LG - 10



GREEN PLATE

UPSTAIRS RETAIL ON SALE DATE: MARCH 1, 1995 • MASS MARKET RETAIL ON SALE DATE: APRIL 1, 1995  
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BLUE PLATE

UPSTAIRS RETAIL ON SALE DATE: MARCH 1, 1995 • MASS MARKET RETAIL ON SALE DATE: APRIL 1, 1995

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MERCHANDISING concepts guarantee attention-grabbing presentations at retail of *Batman Forever* products.

## BLISTER CARDS



## MERCHANDISING BOX



**The blister card and box designs are provided as a guideline for all packaging. Deviations from the above may be acceptable to accommodate individual licensee's needs, but all "Batman Forever" packaging should include the icon logo and color palette elements shown. If the red color in the product placement area does not suit your needs, background colors may be changed subject to approval. The complete title treatment "Batman Forever" must appear on the back of the blister card.**

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BMF - M - 2C

**HANGTAG - FRONT**



**HANGTAG - BACK**



All "Batman Forever" soft goods are required to use the official "Batman Forever" hangtag. The above hangtag has been designed to accommodate customization by licensees, including UPC coding.

For security and cost efficiency, we have arranged for one vendor to supply all "Batman Forever" hangtags. The official supplier is TAG-IT. Please contact them as follows for pricing and to place an order.

**TAG-IT, INC.**  
**3820 SOUTH HILL STREET**  
**LOS ANGELES, CA 90037**  
**ATTN: JONATHAN MARKILES**  
**TELEPHONE: 213-234-9606/800-335-4446**  
**FAX: 213-234-9610**

Upstairs Retail On Sale Date: March 1, 1995 • Mid-Market and Mass Market Retail On Sale Date: April 1, 1995

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**NOT APPROVED FINAL ART**

**CONCEPT ONLY**

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**CONCEPT ONLY**

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BMF - M - 4C



FOREVER KIDS is comprised of bold, simplified graphics designed to appeal to children ages 5 and under.

**FOREVER**  
Kids



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BMF - FK -1



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BMF - FK - 2



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BMF : FK - 3



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BMF • FK • 5C



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FOREVER  
Kids



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**FOREVER**  
Kids



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FOREVER  
Kids



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BMF · FX · SC



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BMF-FK-10



DC COMICS

1325 AVENUE OF THE AMERICAS  
NEW YORK, NY 10019  
TELEPHONE: (212) 615-5531  
FAX: (212) 630-5526

